

AR13

Set-02

Code: 13 MBA2014

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)**

MBA III Semester Regular Examinations, December, 2014

MANAGEMENT OF TECHNOLOGY

Time: 3 Hours

Max Marks: 60

**Answer any Five Questions
All questions carry EQUAL marks
Question No: 8 is compulsory**

1. What do you understand by technology transfer? Elucidate the various stages of technological transformation in the production of goods.
2. Elaborate your understanding about the process of deriving technology strategy for the enterprise.
3. What is appropriate technology concept? Give examples to illustrate the concept.
4. What are the various stages in Technology Development Cycle? Explain the stages in a typical case.
5. a) Explain in detail about BPR.
b) Explain in detail the various issues related to pricing of technology.
6. Write notes on the following:
 - a. Venture capital and its role.
 - b. Technology Life Cycle
 - c. Tools for Company Technology Analysis
 - d. Process innovation
7. Elucidate various process improvement techniques.
8. Explain how does a company, which has imported a technology for a particular product adopts the 'technology absorption management strategy' to remain competitive in the market.
