



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

MASTER OF BUSINESS ADMINISTRATION

ASSIGNMENT QUESTIONS

COURSE NAME	:	MANAGEMENT OF TECHNOLOGY
COURSE CODE	:	CMB015
CLASS	:	MBA
BRANCH	:	IV
ACADEMIC YEAR	:	IARE-R16
COURSE COORDINATOR	:	K.LAKSHMI REVATHI. Assistant professor
COURSE FACULTY	:	K.LAKSHMI REVATHI. Assistant professor

OBJECTIVES

To meet the challenge of ensuring excellence in management studies, the issue of quality needs to be addressed, debated and taken forward in a systematic manner. Accreditation is the principal means of quality assurance in higher education. The major emphasis of accreditation process is to measure the outcomes of the program that is being accredited.

In line with this, Faculty of Institute of Aeronautical Engineering, Hyderabad has taken a lead in incorporating philosophy of outcome based education in the process of problem solving and career development. So, all students of the institute should understand the depth and approach of course to be taught through this question bank, which will enhance learner's learning process.

S. No	QUESTION	Blooms Taxonomy Level	Course learning Outcome
ASSIGNMENT NO.I			
UNIT-I			
MANAGEMENT OF TECHNOLOGY			
1	Explain the meaning and nature of management and technology? Enumerate the components of the technology?	Understand	CCMB015.01
2	Explain the features of technology and characteristics of technology?	Remember	CCMB015.01
3	Explain the nature, significance and importance of technology management?	Understand	CCMB015.03
4	State the process of technological innovation?	Remember	CCMB015.03
5	What is the need for a conceptual approach?	Understand	CCMB015.05
6	Summarize the latest technological innovation as a conversion process?	Remember	CCMB015.01
7	Explain the factors contributing to successful to technological innovation?	Understand	CCMB015.02
8	Describe the strategies for research and development?	Understand	CCMB015.02
9	Explain resource allocation to R&D?	Remember	CCMB015.01

S. No	QUESTION	Blooms Taxonomy Level	Course learning Outcome
10	What are the techniques for creative problem solving?	Understand	CCMB015.02
UNIT-II			
FINANCIAL EVALUATION OF RESEARCH AND DEVELOPMENT PROJECTS			
1	Explain the process of R&D financial forecasting?	Remember	CCMB015.01
2	Give various classifications of risk analysis?	Remember	CCMB015.06
3	What is project selection give a brief description of various project selection methods?	Understand	CCMB015.06
4	What is discounted cash flow approach? Write in detail about any three DCF techniques of evaluation?	Understand	CCMB015.04
5	Elaborate portfolio grid? What are the merits and demerits of DCF techniques?	Remember	CCMB015.03
6	What is decision tree? What are the steps involved in constructing decision tree analysis?	Understand	CCMB015.01
7	Define standalone risk and market risk? What is profitability projection explain in detail about profitability projection?	Remember	CCMB015.02
8	Give in detail description about the project selection methods?	Understand	CCMB015.03
9	What is conjoint analysis? Brief about data envelopment analysis?	Remember	CCMB015.03
10	Define risk management? Explain the steps involved in risk management? what are the major components of risk management?	Remember	CCMB015.03
UNIT-III			
PROGRAMME PLANNING AND CONTROL			
1	What do you mean by portfolio planning? Explain its significance in R&D programme planning and control?	Remember	CCMB004.04
2	Discuss how an organization can commercialize research outcomes?	Understand	CCMB004.04
3	What is meant by project termination? Explain the procedure involved in project planning and control?	Remember	CCMB015.04
4	Discuss the significance and role of market research for developing new products?	Remember	CCMB015.01
5	What is meant by project termination? Explain the procedure involved in project planning and control?	Understand	CCMB015.02
ASSIGNMENT NO.II			
UNIT-III			
PROGRAMME PLANNING AND CONTROL			
6	Explain the key elements of project portfolio planning?	Understand	CCMB015.02
7	Explain the concept in briefly with examples a) Product architecture b) Product design	Remember	CCMB015.11
8	Describe the ways of technology projects termination.	Remember	CCMB015.11
9	Explain the steps involved in the new product development process in the technology management context?	Understand	CCMB015.12
10	Explain how technological intelligence is critical input to develop a new product.	Understand	CCMB015.05
11	How firms should focus on portfolio planning during the recession periods?		
UNIT-IV			
TECHNOLOGICAL FORECASTING FOR DECISION MAKING			
1	Define technology forecasting and explain the inputs and outputs of forecasting system?	Understand	CCMB015.04

S. No	QUESTION	Blooms Taxonomy Level	Course learning Outcome
2	Explain the frame work of technological forecasting method?	Remember	CCMB015.12
3	What is the importance of technology forecasting? Explain the techniques of forecasting technology under normative category?	Understand	CCMB015.13
4	Explain the various methods used in technology forecasting?	Remember	CCMB015.12
5	Define the term technology forecasting and also explain how technology forecasting will helps organization to keep updated in technology?	Understand	CCMB015.13
6	What is technological forecasting and examine its role in decision making with regard to technological issues?	Understand	CCMB015.13
7	Give a detailed account of judgment based technological forecasting?	Remember	CCMB015.13
8	Describe the current status of technological forecasting?	Remember	CCMB015.14
9	What are the latest trends in technology forecasting? Illustrate with examples?	Remember	CCMB015.14
10	Explain in detail about the approaches in forecasting?	Understand	CCMB015.14
UNIT-V			
TRANSFER OF TECHNOLOGY			
1	Discuss the importance of intellectual property rights in transfer of technology	Remember	CCMB015.02
2	Explain the various methods of technology transfer.	Remember	CCMB015.02
3	Explain how technology transfer takes place? What are the various modes o payment for transfer of technology.	Understand	CCMB015.02
4	Explain how organizations procure and adopts the technology from different sources in modern days.	Apply	CCMB015.03
5	Write short notes on the following a)Transfer technology b)General channel c)FDI	Remember	CCMB015.03
6	What are the various factors that should be taken into consideration in determining the price of technology transfer from view point of supplier and buyer of technology?	Understand	CCMB015.03
7	Write short notes on technological transfer in India?	Understand	CCMB015.06
8	Technology transfer has significant impact on business. Substantiate.	Remember	CCMB015.06
9	Explain the role and objectives of negotiations in management of technology?	Understand	CCMB015.06
10	What are techniques and tactics of negotiation in management of technology?	Remember	CCMB015.08

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