



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)
Dundigal, Hyderabad-500043

MASTER OF BUSINESS ADMINISTRATION

TUTORIAL QUESTION BANK

Course Title	Management of Technology				
Course Code	CMBB06				
Programme	Master of Business Administration				
Semester	I				
Academic Year	2019 - 2020				
Course Type	IARE - R18				
Regulation	Theory			Practical	
Course Structure	Lectures			Tutorials	
	Theory	Practical	Credits	Laboratory	Credits
	4	-	4	-	-
Chief Coordinator	M.R.S.SURYA NARAYANA REDDY, Assistant Professor , MBA				
Course Faculty	M.R.S.SURYA NARAYANA REDDY, Assistant Professor , MBA				

COURSE OBJECTIVES:

The course should enable the students to:	
I	Develop the ability to design innovation strategies that can successfully take advantage of innovation opportunities
II	Able to examine the patterns and sources of technological change and the mechanisms for capturing the economic benefits from innovation
III	Identify the strategic and organizational challenges involved in managing technological innovation.
IV	Explores the challenges, tools and principles involved in managing innovation and technology.

COURSE OUTCOMES (COs):

CMBB06.01	Able to design and implement innovation strategies in organizations, corporate foresight and technology with the aim of detecting sources of competitive advantage for evaluating and selecting R&D proposals.
CMBB06.02	Examine product failures and try to understand the causes of product failures.
CMBB06.03	Understand the cost effectiveness in financial aspects of Research and Development in new product development
CMBB06.04	Identify the discounted cash flow techniques and other techniques for evaluating research and development projects.
CMBB06.05	Explain the need and importance of research and development in new product development
CMBB06.06	Able to manage innovation activities (new product and process development) for decision making, management and early cancellation.

CMBB06.07	Understand the major forecasting tools and techniques tools that are used in technological forecasting to know the current status
CMBB06.08	Explain the role of technological forecasting and examine technology role in decision making with regard to technological issues.
CMBB06.09	Why should company go in for technology transfer to manufacture a new product or implementing a new product?
CMBB06.10	Utilize high level interpersonal skills to negotiate and communicate effectively with both technical and non-technical stakeholders verbally and in writing

TUTORIAL QUESTION BANK

MODULE- I				
MANAGEMENT OF TECHNOLOGY				
Part - A (Short Answer Questions)				
S No	QUESTIONS	Blooms Taxonomy Level	Course Outcomes	Course Learning Outcomes (CLOs)
1	Define management and technology?	Remember	CO 1	CMBB06.01
2	Explain the major components of technology?	Understand	CO 1	CMBB06.01
3	What is the goal oriented technology in management?	Understand	CO 1	CMBB06.01
4	Draw a business triangle and explain the features of triangle properties?	Remember	CO 1	CMBB06.01
5	What are the stages of technological innovations?	Understand	CO 1	CMBB06.01
6	Explain about conceptual approach?	Remember	CO 1	CMBB06.02
7	What is an alternative approach?	Understand	CO 1	CMBB06.02
8	Describe the levels of investment in technology?	Remember	CO 1	CMBB06.02
9	What are the changes in organizational structures?	Understand	CO 1	CMBB06.02
10	Explain the R&D generations?	Understand	CO 2	CMBB06.02
11	What are the elements of good R&D strategy?	Remember	CO 2	CMBB06.02
12	Enumerate the corporate level R&D programmers?	Understand	CO 2	CMBB06.02
13	What are the six approaches can be used for allocating funds to R&D?	Understand	CO 2	CMBB06.02
14	Give a brief explanation about designing a technology portfolio?	Remember	CO 2	CMBB06.02
15	Explore new technology developments in R&D?	Remember	CO 2	CMBB06.02
16	Write a note on Reverse Engineering.	Remember	CO 2	CMBB06.02
17	Define the word Benchmarking.	Understand	CO 2	CMBB06.02
18	Write a short note on new product developmet.	Remember	CO 2	CMBB06.02
19	What do you mean by competitive advantage.	Remember	CO 2	CMBB06.02
20	Explain the meaning of Portfolio Planning.	Understand	CO 2	CMBB06.02
Part - B (Long Answer Questions)				
1	Explain the meaning and nature of management and technology? Enumerate the components of the technology?	Remember	CO 1	CMBB06.01
2	Explain the features of technology and characteristics of technology?	Understand	CO 1	CMBB06.01
3	Explain the nature, significance and importance of technology management?	Remember	CO 1	CMBB06.01
4	State the process of technological innovation?	Understand	CO 1	CMBB06.01
5	What is the need for a conceptual approach in management of technology.	Understand	CO 1	CMBB06.01
6	Summarize the latest technological innovation as a conversion process?	Remember	CO 1	CMBB06.02
7	Explain the factors contributing to successful to technological innovation?	Understand	CO 1	CMBB06.02
8	Describe the strategies for research and development?	Remember	CO 1	CMBB06.02
9	Explain resource allocation to R&D?	Understand	CO 1	CMBB06.02
10	What are the techniques for creative problem solving?	Remember	CO 1	CMBB06.02
11	Define Technology? Write a note on the classification of Technology?	Remember	CO 2	CMBB06.01
12	Explain the components of technology and also explain the role of technology?	Understand	CO 2	CMBB06.01
13	Define Management of Technology and levels o Technology management?	Remember	CO 2	CMBB06.01
14	What is the importance of MOT for a business organization?	Remember	CO 2	CMBB06.01
15	Write a note on Technological Innovation and process of Technological Innovation?	Understand	CO 2	CMBB06.02
16	Define Innovation and also explain the goals , failures, measures of innovation?	Remember	CO 2	CMBB06.02
17	Explain the role of technological innovation in manufacturing concerns.	Understand	CO 2	CMBB06.02
18	Explain how critical 'Market Orientation' is for successful technological innovation ?	Remember	CO 2	CMBB06.02
19	What factors do you consider in the formulation of an R&D strategy.	Understand	CO 2	CMBB06.02
20	Discus how an organization can commercialise research outcomes.	Remember	CO 2	CMBB06.01
Part - C (Problem Solving and Critical Thinking Questions)				
1	Management of Technology is vital in any company. Analyze a situation by looking into recent business magazines and discuss on the failure or success of the company	Remember	CO 1	CMBB06.01

2	Explain the need of technological innovation as a conversion process? What are the issues involved in the process of technological innovation?	Understand	CO 1	CMBB06.01
3	Explain the need for technological innovation as conversion process . What are the issues involved in the process of technological innovation?	Understand	CO 1	CMBB06.01
4	What are the problems and issues in R&D management?What are the ingredients for good R&D management?	Remember	CO 1	CMBB06.01
5	Discuss the factors influencing the selection and implementation of R&D strategy.	Understand	CO 1	CMBB06.02
6	Examine the role of R&D in achieving sustainable competitive advantage.	Remember	CO2	CMBB06.02
7	‘New product introduction is often the best strategy to arrest the decline in sales and profits’ do you agree? What strategy option is available to secure this objective? Discuss	Understand	CO2	CMBB06.02
8	Explain the need for different types of product innovation in the FMCG current sector and trace the current trends.	Remember	CO2	CMBB06.02
9	Name any two product failures and state the factors influencing the causes for product failures.	Understand	CO2	CMBB06.02
10	What are “Really New Products’ What are the sources of ideas for ‘ Really New Products’, how do you evaluate the ideas and what is the strategy for their adoption and expansion in the market?	Understand	CO 2	CMBB06.01

MODULE-II

FINANCIAL EVALUATION OF RESEARCH AND DEVELOPMENT PROJECTS

Part – A (Short Answer Questions)

1	Define cost effectiveness?	Remember	CO 3	CMBB06.03
2	Distinguish between marginal cost and differential cost?	Remember	CO 3	CMBB06.03
3	Differentiate between opportunity cost and sunk cost?	Remember	CO 3	CMBB06.03
4	What is the importance cost effectiveness of R&D project?	Understand	CO 3	CMBB06.03
5	What are the elements of R&D financial forecast?	Remember	CO 3	CMBB06.03
6	What is business risk?	Remember	CO 3	CMBB06.03
7	Name the important characteristics of R&D investment analysis?	Understand	CO 3	CMBB06.03
8	What is capital rationing?	Remember	CO 3	CMBB06.03
9	What does time value of money is represent?	Understand	CO 3	CMBB06.03
10	Define socio cost benefit analysis?	Understand	CO 3	CMBB06.03
11	What are the different ways of financing the projects?	Remember	CO 3	CMBB06.03
12	What is decision tree analysis?	Understand	CO 4	CMBB06.03
13	What are the criteria for project selection models?	Remember	CO 4	CMBB06.03
14	What is the need for cost effectiveness of R&D project?	Understand	CO 4	CMBB06.03
15	Distinguish between quantitative and qualitative analysis of project selection method?	Remember	CO 4	CMBB06.03
16	What is Sensitivity analysis?	Understand	CO 4	CMBB06.03
17	Explain the meaning of coefficient of variation?	Understand	CO 4	CMBB06.03
18	Define Decision Tree Analysis?	Remember	CO 4	CMBB06.03
19	Write the formula of net present value method	Understand	CO 4	CMBB06.03
20	Explain the meaning of IRR Method.	Understand	CO 4	CMBB06.03

Part - B (Long Answer Questions)

1	Explain the process of R&D financial forecasting?	Remember	CO 3	CMBB06.03
2	Give various classifications of risk analysis?	Remember	CO 3	CMBB06.03
3	What is project selection give a brief description of various project selection methods?	Understand	CO 3	CMBB06.03
4	What is discounted cash flow approach? Write in detail about any three DCF techniques of evaluation?	Remember	CO 3	CMBB06.03
5	Elaborate portfolio grid? What are the merits and demerits of DCF techniques?	Remember	CO 3	CMBB06.03
6	What is a decision tree? What are the steps involved in constructing decision tree analysis?	Understand	CO 3	CMBB06.04
7	Define standalone risk and market risk? What doe profitability projection explain in detail about profitability projection?	Remember	CO 3	CMBB06.04
8	Give in detail description about the project selection methods?	Understand	CO 3	CMBB06.04
9	What is conjoint analysis? Brief about data envelopment analysis?	Remember	CO 3	CMBB06.04

10	Define risk management? Explain the steps involved in risk management? what are the major components of risk management?	Understand	CO 3	CMBB06.04
11	How we will measure the cost effectiveness of R&D Projects?	Understand	CO 3	CMBB06.03
12	Explain in detail financial forecasting of R&D projects?	Remember	CO 3	CMBB06.04
13	Explain the DCF and other techniques for evaluating R&D projects?	Understand	CO 4	CMBB06.04
14	Explain the fundamental challenges in financing?	Remember	CO 4	CMBB06.04
15	Examine the various factors that determine the project selection and allocation of resources?	Understand	CO 4	CMBB06.04
16	Explain the concept of Risk analysis and explain how can we measure the risk?	Remember	CO 4	CMBB06.04
17	How do you measure cost effectiveness of R&D projects?	Understand	CO 4	CMBB06.03
18	Explain the method making financial forecasts of R&D Projects.	Understand	CO 4	CMBB06.04
19	Do you think quantitative methods of evaluation are sufficient to select projects?	Remember	CO 4	CMBB06.04
20	Using illustration, explain DCF methods of evaluating projects.	Understand	CO4	CMBB06.04

Part - C (Problem Solving and Critical Thinking Questions)4

1	Illustrate the need of financial forecast with Cost based approach and price based approach in detail.	Remember	CO 3	CMBB06.03
2	Write a brief note on the project cost estimates and also explain types of costs in the project.	Remember	CO 3	CMBB06.04
3	Select any one organization and explain the cost estimation with the help of any one financial tool.	Remember	CO 3	CMBB06.04
4	How risk is going to help as a factor of financial analysis. Explain?	Understand	CO 4	CMBB06.04
5	Define decision tree analysis/ Explain the steps to construct a decision tree.	Remember	CO 4	CMBB06.04
6	How quantitative techniques are used for adjusting the risk factor for evaluating the financial aspects of a project.	Remember	CO 4	CMBB06.04
7	Explain the use of Non-discounted cash flow-techniques in project appraisal.	Understand	CO 4	CMBB06.03
8	What are the issues are involved in risk management ? explain how we can measure risk in R&D projects.	Remember	CO 4	CMBB06.04
9	Give a detailed note on Decision tree concept and why this concept is important in financial forecasting?	Understand	CO 4	CMBB06.04
10	Briefly explain in detail about Discounted cash flow techniques in financial forecasting in research and development.	Understand	CO 4	CMBB06.04

MODULE -III

PROGRAMME PLANNING AND CONTROL

Part - A (Short Answer Questions)

1	What is R&D programme?	Understand	CO 5	CMBB06.05
2	Name the key elements of R&D programme planning?	Remember	CO 5	CMBB06.05
3	Name the different types of development projects?	Understand	CO 5	CMBB06.05
4	Explain few lines about product development?	Understand	CO 5	CMBB06.05
5	What is financial closure?	Remember	CO 5	CMBB06.05
6	What are the problems of project management?	Understand	CO 5	CMBB06.05
7	Describe about product design?	Understand	CO 5	CMBB06.05
8	Define consumer accept testing?	Remember	CO 5	CMBB06.05
9	What is the necessity of technical market research?	Remember	CO 5	CMBB06.05
10	Explain few lines about industrial design?	Remember	CO 5	CMBB06.05

11	Give a description of four stages model of industrial design?	Remember	CO 6	CMBB06.05
12	What is empathic design?	Remember	CO 6	CMBB06.05
13	How is a marketing research helpful in NPD?	Understand	CO 6	CMBB06.05
14	What is commercialization of research?	Remember	CO 6	CMBB06.05
15	Elucidate the consumer test?	Understand	CO 6	CMBB06.05
16	Explain the role of resource manager?	Understand	CO 6	CMBB06.05
17	Explain the tools of R&D project planning?	Remember	CO 6	CMBB06.05
18	List out any three objectives of industrial design.	Understand	CO 6	CMBB06.05
19	Write the meaning of Conjoint Analysis.	Remember	CO 6	CMBB06.05
20	List out the limitations of Payback method.	Understand	CO 6	CMBB06.05

Part - B (Long Answer Questions)

1	What do you mean by portfolio planning? Explain its significance in R&D programme planning and control?	Understand	CO 5	CMBB06.05
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2	Discuss how an organization can commercialize research outcomes?	Understand	CO 5	CMBB06.05
3	What is meant by project termination? Explain the procedure involved in project planning and control?	Remember	CO 5	CMBB06.05
4	Discuss the significance and role of market research for developing new products?	Understand	CO 5	CMBB06.05
5	What is meant by project termination? Explain the procedure involved in project planning and control?	Understand	CO5	CMBB06.05
6	Explain the key elements of project portfolio planning?	Remember	CO5	CMBB06.06
7	Explain the concept in briefly with examples a) Product architecture b) Product design	Remember	CO5	CMBB06.06
8	Describe the ways of technology projects termination.	Remember	CO6	CMBB06.06
9	Explain the steps involved in the new product development process in the technology management context?	Understand	CO6	CMBB06.06
10	Explain how technological intelligence is critical input to develop a new product.	Remember	CO6	CMBB06.06
11	How firms should focus on portfolio planning during the recession periods?	Understand	CO 6	CMBB06.06
12	Discuss the significance and concept of role of market research for developing a new product?	Remember	CO 6	CMBB06.06
13	Explain the significance and role of market research for developing new products?	Understand	CO 6	CMBB06.06
14	Discuss how an organization can commercialize research out comes?	Understand	CO 6	CMBB06.06
15	“Cost benefit analysis technique will be useful in evaluation of R&D projects “ Explain in detail.	Remember	CO 6	CMBB06.06
16	Explain different types of project termination and close out .	Understand	CO 6	CMBB06.06
17	Write the functions and objectives of research and development project planning in detail.	Remember	CO 6	CMBB06.06
18	“ Bar-chart and line of balance will be helpful in project planning “ Discuss with advantages and disadvantages.	Understand	CO 6	CMBB06.06
Part – C (Problem Solving and Critical Thinking)				
1	“Evaluation of R &D projects should use other techniques like cost and benefit analysis”	Understand	CO 5	CMBB06.06
2	Name any two product failures and state the factors influencing the causes for product failures?	Understand	CO 5	CMBB06.06
3	How can organizations use New Product Development as a competitive Strategy. Discuss.	Remember	CO 5	CMBB06.06
4	Define Portfolio. Explain different types of research and development project portfolio.	Understand	CO 5	CMBB06.06
5	Explain the concept of R&D project planning.List out the functions of R&D project planning.	Understand	CO 5	CMBB06.06
06	How line-of-balance and bar-chart will help the R&D project planning. Explain in detail.	Remember	CO 6	CMBB06.06
07	Wite a brief note on project termination and close out and also list out the benefits of R&D project management.	Remember	CO 6	CMBB06.06
08	Explain the role of resource manager in the development ,allocation ,performance management and training of R&D resources.	Understand	CO 6	CMBB06.06
09	Write a detailed note on R&D programming planning and R&D programme control ?	Remember	CO 6	CMBB06.06
10	Discuss indetail about the concept and characteristics of project portfolio matrix	Remember	CO 6	CMBB06.06
UNIT-IV				
TECHNOLOGICAL FORECASTING FOR DECESSION MAKING				
PART-A (SHORT ANSWER QUESTIONS)				
1	Define technological forecasting?	Understand	CO 7	CMBB06.07
2	What are the characteristics of the good forecast?	Remember	CO 7	CMBB06.07
3	Forecasting is indispensable discuss?	Understand	CO	CMBB06.07
4	Mention two uses of technological forecast.	Remember	CO7	CMBB06.08
5	What is the inputs technological forecasting?	Understand	CO 7	CMBB06.08
6	What are the advantages and disadvantages of expert opinion in technological forecast?	Remember	CO 7	CMBB06.08

7	What is the purpose of technological forecasting?	Understand	CO 7	CMBB06.08
8	Name the approaches to forecasting?	Understand	CO 7	CMBB06.08
9	What are the factors considered for technological forecasting?	Remember	CO 7	CMBB06.09
10	Explain the role of technological forecasting?	Understand	CO 7	CMBB06.09
11	Explain the methods of forecasting?	Understand	CO 7	CMBB06.09
12	What is numerical data based technological forecasting techniques?	Remember	CO 8	CMBB06.09
13	Draw the block diagram of technological forecasting?	Remember	CO 8	CMBB06.09
14	Distinguish between leading indicators and simultaneous indicators?	Remember	CO 8	CMBB06.09
15	Define Delphi technique?	Understand	CO 8	CMBB06.09
16	Explain the meaning of Statistical curve fitting?	Remember	CO 8	CMBB06.07
17	Define the limit Analysis.	Remember	CO 8	CMBB06.07
18	Write the meaning of Trend Correlation?	Understand	CO 8	CMBB06.07
19	Write any two benefits of network analysis?	Remember	CO 8	CMBB06.08
20	Explain the meaning of Morphological Analysis?	Understand	CO 8	CMBB06.08
Part – B (Long Answer Questions)				
1	Define technology forecasting and explain the inputs and outputs of forecasting system?	Remember	CO 7	CMBB06.08
2	Explain the frame work of technological forecasting method?	Understand	CO 7	CMBB06.08
3	What is the importance of technology forecasting? Explain the techniques of forecasting technology under normative category?	Understand	CO 7	CMBB06.09
4	Explain the various methods used in technology forecasting?	Remember	CO 7	CMBB06.09
5	Define the term technology forecasting and also explain how technology forecasting will helps organization to keep updated in technology?	Understand	CO 7	CMBB06.09
6	What is technological forecasting and examine its role in decision making with regard to technological issues?	Remember	CO 7	CMBB06.09
7	Give a detailed account of judgment based technological forecasting?	Understand	CO 7	CMBB06.09
8	Describe the current status of technological forecasting?	Remember	CO 7	CMBB06.09
9	What are the latest trends in technology forecasting? Illustrate with examples?	Understand	CO 7	CMBB06.09
10	Explain in detail about the approaches in forecasting?	Understand	CO 7	CMBB06.07
11	Explain the role of technology forecasting in the organizations?	Remember	CO 7	CMBB06.07
12	Define ‘technology forecasting’, and explain the inputs and outputs of forecasting system?	Understand	CO 7	CMBB06.07
13	What is technological forecasting and examine its role in decision making with regard to technological issues?	Understand	CO 8	CMBB06.08
14	What are the different technological forecasting methods you aware of?	Remember	CO 8	CMBB06.08
15	Discuss the classification of technology forecasting approaches?	Remember	CO 8	CMBB06.08
16	Describe the importance and sources of technological intelliengence.	Remember	CO 8	CMBB06.08
17	Define technology ? Explain the history & importance of technological forecasting?	Understand	CO 8	CMBB06.08
18	What are the inputs can be considered for technological forecasting . Explain in detail.	Remember	CO 8	CMBB06.09
19	Explain in detail judgement based technological forecasting techniques.	Remember	CO 8	CMBB06.09
20	Write the advantages and disadvantages of judgemental forecasting techniques.	Understand	CO 8	CMBB06.09
Part – C (Problem Solving and Critical Thinking)				
1	What is technological change ? How do you classify technological changes? How can it be measured?	Remember	CO 7	CMBB06.07
2	‘A new technological revolution is under way. Those who recognize and respond will survive; other flounder. Discuss.	Understand	CO 7	CMBB06.07
3	What is the importance of technological forecasting and explain the inputs and outputs of forecasting system.	Understand	CO 7	CMBB06.07
4	Define technological forecasting and Explain the techniques of forecsting technology under ‘Normative category.	Remember	CO 7	CMBB06.08
5	What is technological forecasting and examine its role in decision-making with regard to technological issues?	Understand	CO 7	CMBB06.08
6	Define the term technology forecasting and also explain how technology forecasting will helps organization to keep updated in technology?	Remember	CO 8	CMBB06.08
7	Explain the techniques of forecasting technology under normative category? What is the importance of technology forecasting?	Understand	CO 8	CMBB06.08

8	Explain in detail about the approaches in forecasting? Give a detailed account of judgment based technological forecasting?	Remember	CO 8	CMBB06.08
9	What is technological forecasting and examine its role in decision making with regard to technological issues?	Understand	CO 8	CMBB06.09
10	Explain the importance of technology forecasting? Explain the techniques of forecasting technology under normative category?	Understand	CO 8	CMBB06.09

MODULE - V

TRANSFER OF TECHNOLOGY

Part - A (Short Answer Questions)

1	What is technology transfer?	Remember	CO 9	CMBB06.10
2	Give the NASA definition of technology transfer.	Understand	CO 9	CMBB06.10
3	Mention the few reasons of technology transfer.	Understand	CO 9	CMBB06.10
4	Categorize technology transfer.	Remember	CO 9	CMBB06.11
5	Name a few functions of technology transfer.	Understand	CO 9	CMBB06.11
6	Explain the meaning of gtechnology transfer.	Remember	CO 9	CMBB06.11
7	Write the meaning of Technology Acquisition.	Understand	CO 9	CMBB06.12
8	Explain about horizontal Technology transfer.	Remember	CO 9	CMBB06.12
9	Define vertical technology transfer.	Understand	CO 9	CMBB06.12
10	Define royalty?	Understand	CO 9	CMBB06.12
11	Distinguish between licensing and franchise.	Remember	CO 10	CMBB06.10
12	Explain the passive mode of technology transfer?	Understand	CO 10	CMBB06.10
13	Mention few beneficiaries of technology transfer?	Understand	CO 10	CMBB06.10
14	Explain the significance of technology transfer?	Remember	CO 10	CMBB06.10
15	Explain outward Licensing.	Remember	CO 10	CMBB06.11
16	Discuss various routes available for technology transfer?	Remember	CO 10	CMBB06.11
17	Differentiate between various models of technology transfer?	Understand	CO 10	CMBB06.11
18	Write functions of technology transfer?	Remember	CO 10	CMBB06.12
19	Explain the meaning of the passive mode of technology transfer??	Remember	CO 10	CMBB06.12
20	Explain the meaning of Horizontal technology transfer ?	Understand	CO 10	CMBB06.12

Part - B (Long Answer Questions)

1	Discuss the importance of intellectual property rights in transfer of technology	Remember	CO 9	CMBB06.10
2	Explain the various methods of technology transfer.	Understand	CO 9	CMBB06.10
3	Explain how technology transfer takes place? What are the various modes of payment for transfer of technology.	Understand	CO 9	CMBB06.10
4	Explain how organizations procure and adopts the technology from different sources in modern days.	Remember	CO 9	CMBB06.11
5	Write short notes on the following a)Transfer technology b)General channel c)FDI	Understand	CO 9	CMBB06.11
6	What are the various factors that should be taken into consideration in determining the price of technology transfer from the view point of supplier and buyer of technology?	Understand	CO 9	CMBB06.11
7	Write short notes on technological transfer in India?	Remember	CO 9	CMBB06.12
8	Technology transfer has significant impact on business. Substantiate.	Understand	CO 9	CMBB06.12
9	Explain the role and objectives of negotiations in management of technology?	Understand	CO 9	CMBB06.12
10	What are the techniques and tactics of negotiation in management of technology?	Remember	CO 9	CMBB06.12
11	Briefly illustrate different models of technology transfer?	Understand	CO 10	CMBB06.10
12	Define Technology Transfer? Explain the routes of technology transfer.	Remember	CO 10	CMBB06.10
13	State the differences bwtween technology transfer and Technology acquisition.	Understand	CO 10	CMBB06.10
14	Define Technology transfer? Explain different types of technology transfer.	Remember	CO 10	CMBB06.10
15	Briefly illustrate the reasons for technology transfer with examples.	Understand	CO 10	CMBB06.11
16	What do you mean by transfer of technology ? Explain mechanism of technology transfer.	Understand	CO 10	CMBB06.11
17	List ou the problems/barriers in technology transfer na also explain how to overcome technology transfer barriers.	Remember	CO 10	CMBB06.11
18	State any few uses/beneficiaries of technology transfer in current business scenario.	Understand	CO 10	CMBB06.12

19	How technology transfer will impact on the business and also explain with one or two examples.	Understand	CO 10	CMBB06.12
20	Explain the role and objectives of negotiations in management of technology?	Remember	CO 10	CMBB06.12
Part – C (Problem Solving and Critical Thinking)				
1	What is technology transfer? What is the impact of technology transfer on industries and economic development of a country?	Remember	CO 9	CMBB06.10
2	Discuss the role of technology transfer and its key factors, as applicable to an enterprise.	Understand	CO 9	CMBB06.10
3	What are the various modes of technology transfer? What are the conditions that favor technology transfers from one country to another?	Remember	CO 9	CMBB06.10
4	Why should a company go in for technology transfer to manufacture a new product or implementing a new product?	Remember	CO 9	CMBB06.11
5	Differentiate between technology Transfer and technology acquisitions? Explain the functions of technology transfer?	Understand	CO 9	CMBB06.11
6	Explain price of technology transfer? Explain the concept of negotiation for price of management of technology?	Remember	CO 10	CMBB06.11
7	Explain how technology transfer takes place? What are the major considerations for such transfer?	Understand	CO 10	CMBB06.12
8	What are the various modes of technology transfer? What are the conditions that favor technology transfers from one country to another?	Remember	CO 10	CMBB06.12
9	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	CO 10	CMBB06.12
10	Write a brief note on General provisions of technology transfer.	Understand	CO 10	CMBB06.12

Prepared by:

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HOD, MBA