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Question Paper Code: CMBB06



INSTITUTE OF AERONAUTICAL ENGINEERING
(Autonomous)

MBA I Semester End Examinations (Regular) - December, 2018

Regulation: IARE-R18

MANAGEMENT OF TECHNOLOGY

Time: 3 Hours

(MBA)

Max Marks: 70

Answer ONE Question from each Unit

All Questions Carry Equal Marks

All parts of the question must be answered in one place only

UNIT – I

1. (a) Illustrate the relationship between research and development and competitive advantage. [7M]
(b) What is the importance of conceptual approach. Explain the need for conceptual approach in management of technology. [7M]
2. (a) What are the various factors that influence technological innovation. Explain the process of technological innovation in detail with its process diagram. [7M]
(b) Briefly explain the significance of research and development in business. [7M]

UNIT – II

3. (a) List out the investing risk factors and discuss the ways for avoiding them. [7M]
(b) Briefly describe the objectives, advantages and disadvantages of conjoint analysis. [7M]
4. (a) As a project manager how will you select the project in business? Discuss. [7M]
(b) What do you mean by DCF analysis? Enumerate the pros and cons of DCF analysis. [7M]

UNIT – III

5. (a) Give the meaning for program plan. Explain the steps involved in program planning process. [7M]
(b) Write a note on [7M]
 i) Industrial design
 ii) Product design.
6. (a) Define resource allocation. Why resource allocation is important in research and development? [7M]
(b) Discuss the factors research and development process causing project termination delays in research and development. [7M]

UNIT – IV

7. (a) Distinguish between qualitative and quantitative method of forecasting. [7M]
(b) Illustrate the reasons for requirement of technological forecasting in decision making [7M]

8. (a) Give a detailed account of judgement based forecasting and artificial intelligence methods. [7M]
(b) Bring out the advantages and disadvantages of Delphi technique. [7M]

UNIT – V

9. (a) Describe the techniques of negotiation for price of management of technology. [7M]
(b) Enumerate the advantages and disadvantages of technology transfer. [7M]
10. (a) Illustrate the negotiations for price of management of technology [7M]
(b) Discuss the role of management of technology in creating wealth and prosperity. [7M]