INSTITUTE OF AERONAUTICAL ENGINEERING
(Autonomous)

MBA I Semester End Examinations (Supplementary) - May, 2019

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) Elaborate the different strategies used for research and development in technological innovations. **[7M]**

   (b) Discuss different techniques involved in critical problem solving on new product development. **[7M]**

2. (a) Explain the decision making process in research development strategy. **[7M]**

   (b) Illustrate the different factors contributing to successful technological innovations. **[7M]**

UNIT – II

3. (a) Explain the different methods of discounted cash flow techniques for evaluating research and development ventures. **[7M]**

   (b) Elaborate the need for cost effectiveness on research and development projects. **[7M]**

4. (a) Explain the financial forecasting in evaluation of research and development projects. **[7M]**

   (b) "Risk as a factor in financial analysis for research and development" – Explain in detail. **[7M]**

UNIT – III

5. (a) Elaborate program planning and control in research and development. **[7M]**

   (b) Explain in detail process to commercialize the research outcomes. **[7M]**

6. (a) Describe the methods to develop indigenous substitutes for raw materials. **[7M]**

   (b) "New product development as a competitive strategy" Explain in detail. **[7M]**

UNIT – IV

7. (a) Elaborate the characteristics and reasons for technological forecasting in decision making. **[7M]**

   (b) What are the advantages and disadvantages of expert opinion in technological forecasting. Explain the technological forecasting model in detail. **[7M]**

8. (a) What is the nature of technology forecast? Illustrate the different objectives of technological forecasting. **[7M]**

(b) Explain the different classifications of forecasting techniques. Give a detailed explanation about the classifications of forecasting. **[7M]**

UNIT – V

9. (a) Name and explain different agents and their role involved in technology transfer. **[7M]**

(b) Explain the constituents of technology transfer process. **[7M]**

10. (a) Discuss the importance of IPR in transfer of technology. Elaborate the different modes of technology transfer in detail. **[7M]**

(b) Outline various determining factors for pricing of technology transfer in the view of supplier and buyer of technology. **[7M]**