



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

MASTER OF BUSINESS ADMINISTRATION TUTORIAL QUESTION BANK

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

COURSE OBJECTIVES;

The course should enable the students to:

S. NO	DESCRIPTION
I	Manage the selection and initiation of individual projects and of portfolios of Projects in the enterprise.
II	Conduct project planning activities that accurately forecast project costs, timelines, and quality. Implement processes for successful resource, communication, and risk and change management.
III	Demonstrate effective project execution and control techniques that result in Successful projects.
IV	Conduct project closure activities and obtain formal project acceptance.

COURSE LEARNING OUTCOMES:

Students, who complete the course, will have demonstrated the ability to do the following:

CCMB015.01	Understand the main source of conceptual learning skills in today's business environment.
CCMB015.02	Analyze financial performance of an organization to evaluate the organizational decisions with consideration of the political, legal and ethical aspects of business.
CCMB015.03	Assess strengths, weaknesses, opportunities and threats of the business environment
CCMB015.04	understand the issues around defining 'technology', 'innovation' and 'innovation management'
CCMB015.05	Recognize the diversity of types of innovation, innovators and innovation settings.
CCMB015.06	Evaluate functions using various types of nature and extent of technological change and innovation
CCMB015.07	Critically assess and explain key current issues in our understanding of innovation as a field of study.
CCMB015.08	Analyze and articulate ideas in group settings to a range of audiences to demonstrate effective writing skills, active listening skills and foster open communication.

CCMB015.09	Understand and articulate ethical issues of making decisions consistent with societal and organizational standards.
CCMB015.10	Recognizing the need for technology and demonstrating a desire for continuous change process.
CCMB015.11	Anticipate the local and global impact of decisions to remain current in technological development and aspects of current issues, local, national, and international.
CCMB015.12	Analyze the leadership, motivation, and feedback to team members and Prioritize, identify critical issues to Make relevant contributions to team success.
CCMB015.13	Identify core issues and problems to Show their ability to find innovative solutions for constructively challenge of current assumptions and practices.
CCMB015.14	Create and execute plans in a technical environment to Manage limited resources for Adapting professional life to global environment
CCMB015.15	Apply measurement tools and analytical tools to improve process systems to increase the quality of products and services.
CCMB015.16	Demonstrating the ability to understand, analyze, and improve company practices through the use of current technology, analysis, and design
CCMB015.17	Understand the leadership, guidance, and assistance to coworkers when implementing changes to management.

TUTORIAL QUESTION BANK

S. No	QUESTION	Blooms Taxonomy Level	Course learning Outcome
UNIT-I			
MANAGEMENT OF TECHNOLOGY			
PART-A (SHORT ANSWER QUESTIONS)			
1	Define management and technology?	Remember	CCMB015.01
2	Explain the major components of technology?	Understand	CCMB015.01
3	What is the goal oriented technology in management?	Understand	CCMB015.01
4	Draw a business triangle and explain the features of triangle properties?	Remember	CCMB015.02
5	What are the stages of technological innovations?	Understand	CCMB015.01
6	Explain about conceptual approach?	Remember	CCMB015.02
7	What is alternative approach?	Understand	CCMB015.02
8	Describe the levels of investment in technology?	Remember	CCMB015.03
9	What are the changes in organizational structures?	Understand	CCMB015.03
10	Explain the R&D generations?	Remember	CCMB015.04
11	What are the elements of good R&D strategy?	Understand	CCMB015.01
12	Enumerate the corporate level R&D programmers?	Remember	CCMB015.04
13	What are the six approaches can be used for allocating funds to R&D?	Understand	CCMB015.04
14	Give brief explanation about designing technology portfolio?	Remember	CCMB015.04
15	Explore new technology developments in R&D?	Remember	CCMB015.04
PART-B (LONG ANSWER QUESTIONS)			
1	Explain the meaning and nature of management and technology? Enumerate the components of the technology?	Understand	CCMB015.01

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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
10	What are the techniques for creative problem solving?	Understand	CCMB015.02
UNIT-II			
FINANCIAL EVALUATION OF RESEARCH AND DEVELOPMENT PROJECTS			
PART-A(SHORT ANSWER QUESTIONS)			
1	Define cost effectiveness?	Remember	CCMB015.06
2	Distinguish between marginal cost and differential cost?	Understand	CCMB015.05
3	Differentiate between opportunity cost and sunk cost?	Remember	CCMB015.05
4	What is the importance cost effectiveness of R&D project?	Remember	CCMB015.04
5	What are the elements of R&D financial forecast?	Understand	CCMB015.04
6	What is business risk?	Remember	CCMB015.03
7	Name the important characteristics of R&D investment analysis?	Understand	CCMB015.03
8	What is capital rationing?	Understand	CCMB015.03
9	What does time value of money is represent?	Remember	CCMB015.02
10	Define socio cost benefit analysis?	Understand	CCMB015.02
11	What are the different ways of financing the projects?	Understand	CCMB015.01
12	What is decision tree analysis?	Remember	CCMB015.07
13	What are the criteria for project selection models?	Remember	CCMB015.02
14	What is the need for cost effectiveness of R&D project?	Understand	CCMB015.04
15	Distinguish between quantitative and qualitative analysis of project selection method?	Remember	CCMB015.04
PART-B (LONG ANSWER QUESTIONS)			
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			
PART-A(SHORT ANSWER QUESTIONS)			
1	What is R&D programme?	Remember	CCMB015.06

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2	Name the key elements of R&D program me planning?	Remember	CCMB015.01
3	Name the different types of development projects?	Understand	CCMB015.02
4	Explain few lines about product development?	Understand	CCMB015.02
5	What is financial closure?	Remember	CCMB015.03
6	What are the problems of project management?	Understand	CCMB015.03
7	Describe about product design?	Remember	CCMB015.02
8	Define consumer accept testing?	Remember	CCMB015.01
9	What is the necessity of technical market research?	Understand	CCMB015.01
10	Explain few lines about industrial design?	Remember	CCMB015.08
11	Give a description of four stages model of industrial design?	Remember	CCMB015.08
12	What is empathic design?	Understand	CCMB015.09
13	How is a marketing research helpful in NPD?	Understand	CCMB015.09
14	What is commercialization of research?	Remember	CCMB015.06
15	Elucidate the consumer test?	Understand	CCMB015.06
PART-B(LONG ANSWER QUESTIONS)			
1	What do you mean by portfolio planning? Explain its significance in R&D program me 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
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 DECESSION MAKING			
PART-A (SHORT ANSWER QUESTIONS)			
1	Define technological forecasting?	Remember	CCMB015.04
2	What are the characteristics of the good forecast?	Understand	CCMB015.02
3	Forecasting is indispensable discuss?	Remember	CCMB015.08
4	Mention two uses of technological forecast.	Understand	CCMB015.08
5	What is the inputs technological forecasting?	Understand	CCMB015.06
6	What are the advantages and disadvantages of expert opinion in technological forecast?	Remember	CCMB015.06
7	What is the purpose of technological forecasting?	Understand	CCMB015.09
8	Name the approaches to forecasting?	Remember	CCMB015.09
9	What are the factors considered for technological forecasting?	Understand	CCMB015.05
10	Explain the role of technological forecasting?	Remember	CCMB015.05

S. No	QUESTION	Blooms Taxonomy Level	Course learning Outcome
11	Explain the methods of forecasting?	Remember	CCMB015.05
12	What is numerical data based technological forecasting techniques?	Understand	CCMB015.05
13	Draw the block diagram of technological forecasting?	Remember	CCMB015.05
14	Distinguish between leading indicators and simultaneous indicators?	Understand	CCMB015.08
15	Define Delphi technique?	Understand	CCMB015.08
PART-B (LONG ANSWER QUESTIONS)			
1	Define technology forecasting and explain the inputs and outputs of forecasting system?	Understand	CCMB015.04
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			
PART-A (SHORT ANSWER QUESTIONS)			
1	What is technology transfer?	Understand	CCMB015.06
2	Give the NASA definition of technology transfer.	Understand	CCMB015.06
3	Mention the few reasons of technology transfer.	Understand	CCMB015.05
4	Categorize technology transfer.	Remember	CCMB015.01
5	Name a few functions of technology transfer.	Remember	CCMB015.01
6	What is turnkey project?	Understand	CCMB015.14
7	Define reverse engineering.	Remember	CCMB015.14
8	Write about RBI policy for technology transfer agreements.	Understand	CCMB015.13
9	What are contract drafts?	Understand	CCMB015.08
10	Define royalty?	Remember	CCMB015.08
11	Distinguish between licensing and franchise.	Remember	CCMB015.04
12	Explain the passive mode of technology transfer?	Understand	CCMB015.05
13	Mention few beneficiaries of technology transfer?	Understand	CCMB015.06
14	Explain the significance of technology transfer?	Remember	CCMB015.08
15	Give a description of technical consortium and joint R&D project?	Understand	CCMB015.01
PART-B(LONG ANSWER QUESTIONS)			
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 of 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

S. No	QUESTION	Blooms Taxonomy Level	Course learning Outcome
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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