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Question Paper Code: CMB015



# INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

MBA IV Semester End Examinations (Regular) - May/June, 2018

Regulation: IARE-R16

## 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

- (a) “Is technology innovation necessary to have a conceptual approach towards organization”. Explain. [7M]  
(b) Explain how research and development can be used as a competitive advantage? [7M]
- (a) Explain new product development process and its designing steps. [7M]  
(b) “Innovation of technology can be treated as a conversion process”. Explain. [7M]

### UNIT – II

- (a) Define Risk. Explain various techniques used to evaluate risk. [7M]  
(b) Cost effectiveness and Sustainability analysis, of these two which is a better method of project evaluation. [7M]
- (a) How financial forecast helps in allocation of resources to research and development? [7M]  
(b) Explain various formula used in allocation of resources with examples. [7M]

### UNIT – III

- (a) Explain with example how market research helps new product development. [7M]  
(b) How management decides resource allocation among competing projects? Explain with competitive strategies. [7M]
- (a) Define planning. How portfolio planning is different from project planning? [7M]  
(b) What are the challenges faced in commercializing the research outcomes? Write few research outcome methods which are related to organization development. [7M]

### UNIT – IV

- (a) Why focus group interview is considered as an important tool for technological forecasting? [7M]  
(b) What is technology forecasting? What type of factors effects to technology forecasting. [7M]
- (a) Explain the current status of technological forecasting in our country. [7M]  
(b) Explain forecasting techniques along with external challenges with suitable examples. [7M]

## UNIT – V

9. (a) What is technology transfer? Explain the mode of technology transfer with live cases. [7M]  
(b) In your view is “Rafael” deal good for India? Explain with reasons. [7M]
10. (a) Why is it necessary to negotiate for technology transfer? [7M]  
(b) How India can make use of “Make in India” initiative for technology transfer? [7M]