

M.B.A. - I CBCS Pattern Semester-II
PCB2F08 - Technology and R & D Management

P. Pages : 1

Time : Three Hours



GUG/S/24/10689

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.
2. All questions carry equal marks.

1. What is technology management? Discuss role and importance of Technology management. **14**
2. Discuss technological and socio-economic planning. **14**
3. Explain the nature & macro effects of Technological change. **14**
4. Explain in details technology forecasting approaches with it's method. **14**
5. What is Financial Evaluation? Explain the criteria of evaluating R & D projects. **14**
6. Describe in details technology development cycle. **14**
7. Discuss the concept of diffusion of technology. Explain diffusion strategy. **14**
8. Explain the needs & strategy of technology for enterprise. **14**
9. What is R & D organization? Discuss the role of R & D organization. **14**
10. Write a short note on **any two**. **14**
 - a) TAAS.
 - b) IT Revolution.
 - c) Taking technology to market.
 - d) Technology gap.
