

R09

Code No: E5303

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA – III Semester Examinations, February -2012

MANAGEMENT OF TECHNOLOGY

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

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1. Explain the 'Technology innovation process' and mention the factors contributing to the technology innovation. Support your answer with suitable examples.
2. Discuss the various techniques for evaluating R & D projects.
3. What is the significance and role of market research in New Product Development? Take any one case of product failure/success and discuss the reasons for the failure/success and the lessons that can be learnt out of this.
4. Which are the four methods of creative problem-solving? Describe the method "Check List of Questions" with an example.
5. What is the significance and need for technological forecasting by the corporate?
6. What is Competitive Advantage (CA)? Why should firms relentlessly pursue CA in today's dynamic market environment?
7. Describe the techniques used for planning and controlling R&D projects.
8. Write short notes on
 - a) Product design and architecture
 - b) Technology transfer
