

END TERM EXAMINATION

SECOND SEMESTER [MBA] APRIL-MAY 2019

Paper Code: MS-102

Subject: Management of Technology,
Innovation and Change

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 (a) What is meant by 'Firm Specific Knowledge'? Explain how the research leads to economic growth of a country describing the eco-system. (10)
(b) Explain the term: 'Technology'. List some characteristics of Technology. (5)
- Q2 (a) How is 'Technology Forecasting and Planning' important for a nation? List the agencies involved in this endeavour in India. (5)
(b) Compare and contrast the exploratory and judgmental based forecasting techniques. Give examples of applications of the two. (10)
- Q3 (a) What factors drive 'Technological Change'? Discuss the driving and resisting forces of technological change. Explain. (8)
(b) Discuss any organizational example of technological change you are familiar with highlighting the difficulties and gains of the process. (7)
- Q4 (a) What are Innovative firms? How can a firm be made "Innovative"? Discuss the factors that impact Innovation at Macro and Micro level. (8)
(b) How the top leadership can develop "innovative culture"? Discuss any organizational example you are familiar with. (7)
- Q5 (a) Explain the various classifications of Innovations based on Component configuration and component knowledge of technological elements. Explain with example of each. (7)
(b) Compare and contrast the Linear and Non-linear models of Innovation. (8)
- Q6 Contrast between **any three** of the following:- (3x5=15)
(a) Technology, Invention and Innovation
(b) Process and Product Innovation
(c) Continuous and Discontinuous Innovation
(d) Critical and Creative Thinking
(e) Red Hat, Black Hat, Yellow hat, Green hat and White hat of Edward De Bono
- Q7 (a) What is creativity? How is it useful in Problem solving. Cite an example to support your answer. (5)
(b) "People are born creative". Comment on the correctness of the statement. (5)
(c) Compare the National Innovation system of India and China. (5)
- Q8 Write note on **any three** of the following:- (3x5=15)
(a) Technology Joint Ventures
(b) Benefits of Technology absorption
(c) Global Trends in Technology
(d) Innovation Strategies
(e) MEET Framework
