

M.B.A.(with Credits)-Regular-Semester 2012 Sem II  
**C28-Paper-MBA128 : Technology & R & D Management**

P. Pages : 1

Time : Three Hours



**GUG/W/16/5194**

Max. Marks : 70

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

1. Write a Technological change? Explain Technological life cycle? 14
2. Explain the nature & macro effects of Technological change. 14
3. Explain the concept of diffusion of Technology. Discuss the importance & strategy of diffusion. 14
4. Discuss technology innovation chains. 14
5. Explain the needs & strategy of Technology for enterprise. 14
6. What are technology promotional activities? 14
7. Explain the role of R & D Organization in technological development. 14
8. Discuss the technology strategy for enterprise. 14
9. Explain production function and Technological change. 14
10. Write short note on **any two**. 14
  - a) Management of Technology Absorption.
  - b) Technology financing issues
  - c) IT Revolution.
  - d) Transfer agreements.

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