

Time : 3 hours

Total : 60 marks

1. Q1 is compulsory and carry 20 Marks
2. In addition to Q1, there are six questions. Each question carry 10 Marks. Each of these Six Questions will have three sub – questions and each sub – question carry 05 Marks
3. Students have to attempt any four out of the remaining six Questions (Q2 to Q7) and within each question; students have to attempt any two out of three sub – questions.
4. In all, students have to attempt five questions i.e (Q1+Any Four of the remaining)

Q.1

- a. Discuss the strategic role that effective management of technological innovation plays in the success of the organization.
- b. Describe the role of technology alliances and joint ventures in business development
- c. Explain how leveraging knowledge is helpful in technology management
- d. List the barriers in technology adoption

Q.2 (Any two from a, b and c)

- a. What is your understanding of the term “Competitive Domain”?
- b. What are their characteristics?
- c. How do they contribute to the changes in the value chain?

Q.3 (Any two from a, b and c)

- a. What is “Technology Intelligence”?
- b. Explain briefly different levels of Technology Intelligence.
- c. How do one map the technology intelligence level with internal and external technology intelligence?

Q.4 (Any two from a, b and c)

- a. What is Business Strategy? What is Technology Strategy?
- b. What is the relationship between Business Strategy and Technology Strategy?
- c. How does this relationship influence or effect the market, customers, suppliers and the product?

Q.5 (Any two from a, b and c)

- a. What are the top two primary and three secondary roles of a CTO?
- b. Explain your understanding of the key principles underlying technology strategy such as objectives and drivers.
- c. Explain your understanding of the key principles underlying technology strategy such as decision criteria.

Q.6 (Any two from a, b and c)

- a. What is the purpose of having collaborative technology alliances?
- b. Explain collaborative technology alliances with respect to marketing and outsourcing with suitable examples.
- c. Explain collaborative technology alliances with respect to Product development and R&D alliances with suitable examples.

Q.7 (Any two from a, b and c)

- a. What is Technology Risk? What is Competitive Risk?
- b. How should an organization consider risks such as IPR and competitive risk in collaborative activities during piloting a major project that includes R&D?
- c. How should an organization consider risks such as IPR and technology risk in collaborative activities during piloting new product ideation that includes R&D?