

Reg. No. :

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**Y 1624**

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2008.

Third Semester — *Elective*

DBA 1731 — STRATEGIC TECHNOLOGY PLANNING

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Technology.
2. What are the objectives of Technology?
3. Differentiate between mission and vision.
4. What is organization redesign?
5. What is the need for technology forecasting?
6. What is system dynamic?
7. What is diffusion?
8. What are the factors that drive the process of dissemination?
9. What is intellectual capital?
10. What is a trademark?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the developments that are considered in the present business context.  
Or  
(b) Explain the strategic technology process.

12. (a) Discuss the evolution of technology.

Or

(b) Explain the technology planning with respect to financial implication.

13. (a) Explain briefly the technology forecasting methodologies.

Or

(b) Discuss the importance and role of Technology Information Forecasting and Assessment Council (TIFAC).

14. (a) Discuss the technology evaluation methods.

Or

(b) How to analyse the alternative technologies.

15. (a) What are the mechanisms for intellectual property protection?

Or

(b) Discuss the issues to be considered in patent and copyright.