

Reg. No. :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Y 1625

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

Third Semester — *Elective*

DBA 1732 — MANAGING TECHNOLOGY CHANGE

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Distinguish between innovation and creativity.
2. What is technology?
3. What do you mean by venturing technology?
4. What is competitive advantage?
5. Define technology change.
6. What is technology cycle?
7. List some creativity techniques.
8. What is the role of R & D in nurturing innovation?
9. What do you mean by entrepreneurship?
10. Define business strategy.

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the interface between technology and innovation.

Or

- (b) Explain with a suitable example, how will you track technology in Indian manufacturing industries.

12. (a) Discuss technology road mapping with a flow chart indicating various stages in TRM.

Or

(b) Explain the different phases in technology transition.

13. (a) Explain how industries should respond to technological changes.

Or

(b) Explain different approaches followed in overcoming the resistance in adopting technology in Indian Industry.

14. (a) Discuss the innovation process with a suitable example.

Or

(b) Discuss how creativity helps in achieving technology change.

15. (a) What are the organisational issues that are to be considered in technology change? Explain.

Or

(b) Discuss the relationship between Technology change and productivity.
