

END TERM EXAMINATION

SECOND SEMESTER [MBA] MAY-JUNE 2018

Paper Code: MS-102

Subject: Management of Technology, Innovation and Change (Batch 2017)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 (a) Explain the major phases in Life cycle of technology. Explain the meaning of 'S' shaped growth. (3+2=5)
(b) Briefly describe the policy initiatives of the Indian Government for use and development of Technology and Innovation since last decade. (6)
(c) Contrast between: Cooperative Research and Contract Research. (4)
- Q2 (a) "Knowledge of core competency of the organization is essential to remain competitive at the marketplace and create value for the customer". Comment on the validity of the statement using relevant examples. (5)
(b) What are the basic approaches that are generally used for Technology Forecasting? State the limitations of each approach. Explain the role of TIFAC in this process. (4+1=5)
(c) What are Joint ventures? What purpose do they serve? Give two examples of Joint Ventures in India and Abroad. (2+2+1=5)
- Q3 (a) What is the meaning of "Technological Change"? What are its various types? Give examples. What factors impact the process of technological change? Explain. (10)
(b) "Managing change require es swift response in organizational structure". Critically evaluate the statement. (5)
- Q4 (a) Explain the terms 'Organisational Climate and Culture'. How do these contribute towards making the organizations innovative? Enumerate the various steps the leadership can adopt for building a culture for technological change. (10)
(b) Discuss the technological changes adopted by any firm you are aware of. Briefly describe the firm. How it got benefited out of it? (5)
- Q5 (a) What are the different types of Innovations? Discuss them stating the criteria used for the classification. (8)
(b) What are the different sustainable innovative practices followed by organizations. Give examples. (7)
- Q6 (a) Discuss the Technology-Push and Market-Pull Models of Innovations. How are these different from Coupling or chain-linked model of innovation. (5+2=7)
(b) Compare and contrast Pro-Active, Active, Reactive and Passive Innovation Strategies giving examples of the organizations that pursue them. (8)
- Q7 (a) What is creative thinking? How does it differ from Critical thinking and Lateral thinking? Give examples for each. (2+4=6)
(b) What is creative problem solving? Where and when it is used? What are the general characteristics of highly creative people? (2+3+4=9)
- Q8 (a) Discuss the factors that either aid or retard the process of creativity among individuals. (7)
(b) List the commonly used techniques for Lateral thinking? Discuss any one of these techniques. (3+5=8)

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