2008 JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY MBA

CODE NO: R5-402-MBA NR-R5
M.B.A. IV SEMESTER REGULAR EXAMINATIONS, APR/MAY 2008
MANAGEMENT OF TECHNOLOGY

Time: 3 hours Marks: 60

Answer any FIVE Questions All Questions carry equal marks ?????

- 1. Employees are always view technological innovation as a threat. Do you agree? Substantiate.
- 2. Explain the role of R&D in supporting the organization to withstand in the changing environment.
- 3. What is Brainstorming? Explain the process of Brainstorming in creative problem solving.
- 4. What is project formulation? Give a detailed flow chart of the project formulation and analysis process.
- 5. Explain the key elements of project portfolio planning.
- 6. Explain the concepts in briefly with examples
- (a) Product Architecture
- (b) Product Design.
- 7. What are the steps involved in technology planning?
- 8. Explain how organizations procure and adopts the technology from different sources in modern days.?