

23PM6101 DIGITAL TRANSFORMATION IN BUSINESS AND SERVICES
UNIT IV
STRATEGIC MANAGEMENT OF TECHNOLOGY AND INNOVATION

Technological innovation and business strategy, managing disruptive innovations and technological transitions, The Technology S-Curve and its implications on IS strategies Innovation strategies and their implementation, Online business models – technology mediated platform networks

PART-A (2 MARKS)

Technological innovation and business strategy, managing disruptive innovations and technological transitions

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| 1. | What do you mean by technological innovations? | K1 |
| 2. | State the meaning of strategic evaluation. | K1 |
| 3. | Give any two different fields of innovation that deals with manufacturing process. | K2 |
| 4. | List out the two different types of disruptive innovations strategy. | K1 |
| 5. | Identify any two real time cases as example for Architectural Innovation model. | K2 |
| 6. | Mention any two types of technological innovation strategy used to re-brand their company's product or service under existing market. | K1 |
| 7. | Write short notes on disruptive innovations strategy models. | K1 |
| 8. | Define First-Mover Advantage. | K1 |
| 9. | Mention any two importance of technological innovation on the basis of Organizational perspective with real time cases as example. | K1 |
| 10. | What do you mean by Early performance problems? | K1 |
| 11. | Name any four companies who changed the entire business operating models in India. | K2 |
| 12. | Identify any two different fields of innovation that deals with marketing process. | K2 |
| 13. | Define technological transitions. | K1 |
| 14. | Mention any two types of technological transitions and spot which one is considered to be applicable for a new start-up. | K2 |

The Technology S-Curve and its implications on IS strategies Innovation strategies and their implementation

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| 15. | What is meant by strategic implementation? | K1 |
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16. Differentiate strategy formulation and strategy implementation. K2
17. List out any two aspects of behavioural implementation. K1
18. Infer which Technology S-Curve's stage is important for an individual to implement a new technology. K2
19. List out any four nature or characteristics of strategy implementation. K1
20. List any two aspects of Strategy implementation under growing stage of a product or service. K2
21. What do you mean by Diffusion models? K1
22. Name the best category who adopts technological innovation under life cycle model. K2
23. Write notes on implementation control. K1

Online business models – technology mediated platform networks

24. What do you mean by resource allocation? K1
25. Define E-commerce. K1
26. Compare the difference between online and traditional business on the basis of ROI with suitable examples. K2
27. List any two traditional types of E-commerce. K1
28. Write a short note on Subscription service. K1
29. Write a note on digital platform eco-system. K1
30. Identify any four factors influencing strategic resource allocation and the relevant problems faced by the management under recession period. K2

PART B (16 MARKS)

1. Examine the steps/process involved while implementing a strategy in any business operations with some suitable examples. 16 K4
2. Determine the various importance of Technological innovation as a business strategy to improve the organization's operations and financial position with some real time cases as examples. 16 K3
3. Explore the four elements of Disruptive Innovation model with some examples and also discuss in detail about any four merits and demerits of Disruptive Innovation model. 16 K4
4. Discover with some real time cases as example to explain the various types of technological innovation under business strategy to survive in the new or 16 K3

- existing market.
5. Examine in detail about various stages of the commitment curve or S-curve by choosing any sector as example to support your answer. 16 K4
6. Illustrate the various types or methods of technological transitions and also discuss in detail about the various characteristics of technological transitions. 16 K4
7. Examine the major models of technology S-Curve's implications on IS strategies and their implementation towards various developments of any diversified company, as examples to support your justifications. 16 K4
8. Yahoo! created the first successful Internet search engine, but by 2004 it was losing its identity. Was it a search engine, a portal, or a media company? On December 5, 2006, Yahoo's CEO announced a reorganization of the company into three groups. It was hoped that a new mission statement and a new structure would make Yahoo leaner and more responsive to customers. Would this be enough to turn around the company? 16 K3