

BBU7031 Business Technology Strategy

Midterm Exam

QM student number

BUPT student number

Class number

1. True or False Questions [10 marks]

One mark for each question. Please tick (using the mark ✓) your answer .

a) Flexible manufacturing technologies have increased the importance of production economies of scale.

True () False ()

b) Innovation and new technology have led to longer product life cycles as better quality products are being produced.

True () False ()

c) Product innovation can enable process innovation.

True () False ()

d) A technology' s S-curve of performance improvement is unrelated to its S-curve of diffusion.

True () False ()

e) When a dominant design is established in an industry, manufacturers tend to turn their focus to improving efficiency.

True () False ()

f) Science parks often give rise to technology clusters that have long-lasting and self-reinforcing advantages.

True () False ()

g) Research suggests that most innovation is due to the discovery of something fundamentally new.

True () False ()

h) Collaborative research is especially important in high-technology sectors.

True () False ()

i) A technology's S-curve of performance improvement is unrelated to its S-curve of diffusion.

True () False ()

j) Studies have revealed that innovation is a freewheeling process that is unconstrained by rules and plans. .

True () False ()

2. Explanation of Terms [20 marks]

- a) Technology innovation
- b) Absorptive capacity
- c) Discontinuous technology
- d) Incremental innovation

3. Essay Questions [20 marks]

How should firms promote technological innovation activities more effectively?