Envelope curve is generated by

 Pacing technologies

 Successive technologies

 Emerging technologies

 Base technologies

***1 point***

The success factor for Pearl function for technological forecasting depends on value of

 a and b parameter

 Time

 Upper limit to growth

 None of the above

***1 point***

In which phase of S- curve of technological life cycle the performance level is maximum

 Growth

 Emerging

 Maturity

 Decline

***1 point***

Which of the following statements are true for strategy?

 Technology timing strategies are normally discrete strategies rather than continuum strategies

 Offensive strategy initiated new industry life cycle

 There cannot be multiple strategies at the same time in an organization

 Imitative strategy is research intensive strategy

***1 point***

In technological planning, two main time horizons on which it concentrates are:

 Immediate and Long-term plans

 Intermediate and Long-term plans

 Immediate and Intermediate

 None of the above

***1 point***

“Synthesis of existing knowledge and techniques to provide theoretical basis for technical concept.”  What technique is appropriate for such synthesis

 Prototype

 Proliferation

 Trial and error

 None of the above

***1 point***

Match the following:

    a)Base technologies               1) Decline phase

    b)Key technologies                 2) Maturity phase

    c)Pacing technologies            3) Growth phase

    d)Emerging technologies        4) Emerging phase

 c-2, a-3, b-1, d-4

 a-1, b-3, c-2, d-4

 d-2, b-1, c-4, a-3

 a-4, b-3, c-2, d-1

***1 point***

American Marketing Association offers formal definition, “ Marketing is the activity, set of institutions and process of \_\_\_\_, \_\_\_\_,\_\_\_\_, and \_\_\_\_\_that have value for customers, client, partners and society at large”.

 pricing, packaging, delivering, exchanging

 planning, communicating, promoting, exchanging

 creating, communicating, delivering, exchanging

 creating, packaging, delivering, exchanging

***1 point***

Science -->  Engineering --> Technology. In this process, technology means

 Creation of new technology

 To add value to the product

 Impact of wealth creation

 None of the above

***1 point***

Identify axis of “S” curve of technological life cycle

 Performance Index and Cost

 Sales Index and Cost

 Performance Index and Time

 Sales Index and Time