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B.Tech DEGREE EXAMINATION, DECEMBER 2023

Fifth Semester

18MBO402T - PRINCIPLES OF TECHNOLOGY AND INNOVATION MANAGEMENT

(For the candidates admitted during the academic year 2020 - 2021 & 2021 - 2022)

Note:

i. Part - A should be answered in OMR sheet within first 40 minutes and OMR sheet should be handed over to hall invigilator at the end of 40th minute.
ii. Part - B and Part - C should be answered in answer booklet.

Time	: 3 Hours		Max. N	Iarks:	: 100
	PART - A (20 × 1 = Answer all Qu		Mark	s BL	со
1.	What is the primary objective of innovati (A) Profit maximization (C) Strategic advantage	on in technology management? (B) Cost reduction (D) Employee satisfaction	1	1	1
2.	Which stage of the innovation process in (A) Diffusion (C) Ideation	volves generating new ideas? (B) Implementation (D) Evaluation	1	Pa Ini N	1
3.	What does the acronym "R&D" stand for (A) Research and Determination (C) Research and Development	in the context of innovation management? (B) Resources and Development (D) Risk and Decision-making	1	1	1
4.	What is the term for the process of in market? (A) Innovation diffusion (C) Feasibility analysis	troducing a new product or service to the (B) Commercialization (D) Technology scouting		1	1
5.	Which innovation strategy involves mod services? (A) Disruptive innovation (C) Blue ocean strategy	difying and improving existing products or (B) Incremental innovation (D) Radical innovation	1 1	1	2
6.	What is the primary focus of technology: (A) Identifying competitors (C) Planning technology development	road-mapping in innovation management? (B) Identifying market trends (D) Assessing regulatory compliance	- 1	1	2
7.	In the context of technology management (A) Internet Protocol (C) Intellectual Property	t, what does "IP" refer to? (B) Innovation Process (D) Information Processing	1	1	2
8.	Which of the following is a common cha to industry? (A) Lack of research publications (C) Intellectual property issues	llenge in technology transfer from academia (B) Limited funding (D) Rapid technological change	1	1	2
9.	What concept describes the process of acover time? (A) Technological forecasting (C) Technology diffusion	(B) Technology readiness (D) Technology convergence	1	1	3
10.	What is innovation in the context of technology (A) Replicating existing ideas (C) Sticking to traditional methods	nology management? (B) Creating new or improved ideas (D) Reducing operational costs	1	1	3

11.	Which term refers to the process of turnin services?	ng innovative ideas into actual products or	1	1	3			
	(A) Invention (C) Research and development	(B) Commercialization(D) Intellectual property						
12.	What does R&D stand for?		1 .	1	3			
	(A) Research and Determination(C) Resources and Development	(B) Research and Development(D) Risk and Decision-making						
13.	Which type of innovation involves make existing products?		1	1	4			
	(A) Radical innovation	(B) Disruptive innovation						
1.4		(C) Incremental innovation (D) Blue ocean strategy						
14.	What is the goal of technology road mapping (A) Identifying market trends	(TO) TO! 1 1 1 1 1	1	1	4			
	(C) Assessing intellectual property	(D) Reducing operational costs						
15.	What does "IP" stand for in the context of i	nnovation?	1	1	4			
	(A) Internet Protocol	(B) Innovation Process						
	(C) Intellectual Property	(D) Information Processing						
16.	What is a financial challenge when tra industry?		1	1	4			
	(A) Lack of research publications(C) Rapid technological change	(B) Limited funding (D) Too many collaborations						
17			1	1	5			
17.	What term describes the adoption of a new (A) Technology readiness	(B) Technology diffusion	1	1	ے			
	(C) Technology convergence	(D) Technological forecasting						
18.	Why do we need innovation in business?	•	1	1	5			
	(A) Reducing waste(C) Achieving strategic advantage	(B) Increasing employee satisfaction(D) Maximizing profits	*					
19.	In the context of innovation, what is a pater		1	1	5			
	(A) A financial incentive(C) A marketing strategy	(B) Legal protection for inventions(D) A type of technology						
20.	Which stage of innovation focuses on imple		1	1	5			
	(A) Ideation (C) Diffusion	(B) Commercialization (D) Evaluation						
	Marks BL		СО					
21.	Explain Axes of Technology		4	3	1			
	Explore the relationship between IP protection and Innovation			3	2			
23.					3			
	Explain Technology Absorption	4	3	4				
	Discuss core competencies in the context of technology and innovation management?			3	5			
26.					1			
27.		chnology policy.	4	3	2			
PART - C ($5 \times 12 = 60 \text{ Marks}$) Answer all Questions					СО			

28.	(a) Discuss the concept of the technology adoption life cycle and its relevance in the context of introducing new technological products or services in the market. (OR)	12	4	1
	(b) Discuss nature of New Technology			
29.	(a) Discuss the methods and considerations involved in the evaluation of technological investments within an organization. (OR)	12	4	2
	(b) Discuss types of adoption theories			
30.	(a) Discuss the various methods and strategies that organizations employ to cope with uncertainty in the process of technovation (technology innovation). (OR)	12	4	3
	(b) Discuss organization structure for innovation			
31.	(a) .Discuss the structural imperatives of technology management within organizations.	12	4	4
	(OR)			
	(b) Discuss different organization structures			
32.	(a) Discuss the stages and key considerations involved in the product development cycle within organizations. (OR)	12	4	5
	(b) Discuss national differences in technology polcy			
