

**B.Tech. DEGREE EXAMINATION, MAY 2022**  
Fifth Semester

**18MBO402T – PRINCIPLES OF TECHNOLOGY AND INNOVATION MANAGEMENT**  
(For the candidates admitted from the academic year 2018-2019 to 2019-2020)

**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 40<sup>th</sup> minute.
- (ii) **Part - B** should be answered in answer booklet.

Time: 2½ Hours

Max. Marks: 75

**PART – A (25 × 1 = 25 Marks)**Answer **ALL** Questions

- |   | Marks | BL | CO | PO |
|---|-------|----|----|----|
| 1. _____ shows desired future state of an organization.<br>(A) Mission (B) Strategy<br>(C) Vision (D) Model   | 1     | 2  | 1  | 1  |
| 2. _____ is NOT a driving force of total quality management.<br>(A) Survival (B) Export<br>(C) Import (D) Profit  | 1     | 2  | 1  | 1  |
| 3. Need for _____ does NOT have great impact on strategic position.<br>(A) Culture (B) Consolidation<br>(C) Environment (D) Capability                                  | 1     | 2  | 1  | 1  |
| 4. _____ lens is the result of individual and collective experience in companies.<br>(A) Experience (B) Design<br>(C) Variety (D) Discourse                             | 1     | 2  | 1  | 1  |
| 5. Strategic gap is a _____ in environment NOT exploited by competitors.<br>(A) Chain (B) Range<br>(C) Opportunity (D) Capability                                       | 1     | 2  | 1  | 1  |
| 6. Principles of technology ethics include proportionality _____ justice and minimised risk.<br>(A) Informed constant (B) Informed consent<br>(C) Non-consent (D) Money | 1     | 2  | 2  | 1  |
| 7. Factor productivity is ratio of net output to _____ inputs.<br>(A) Labour and capital (B) Nil<br>(C) Only capital (D) Less   | 1     | 2  | 2  | 1  |
| 8. Transformation flow in production is _____.<br>(A) Output-process (B) Output-input<br>(C) Input-process-output (D) Input-process                                     | 1     | 2  | 2  | 1  |

9. Processing raw material to products is \_\_\_\_\_ activities. 1 2 2 1  
(A) Secondary (B) Primary  
(C) Waste (D) Fourth
10. Productivity is the ratio of \_\_\_\_\_ and inputs. 1 2 2 1  
(A) Inputs (B) Outputs  
(C) Process (D) Labour
11. In \_\_\_\_\_ product development each departments complete the process before next department. 1 2 3 1  
(A) Team (B) Sequential  
(C) Concurrent (D) Cycle
12. Currently the cycle of innovation has got \_\_\_\_\_. 1 2 3 1  
(A) Faster (B) Slower  
(C) Less (D) Minimum
13. Inclusion of women and minorities in \_\_\_\_\_ is a change in organizations. 1 2 3 1  
(A) Technology (B) Equipment  
(C) Work force (D) Strategy
14. \_\_\_\_\_ layer is connecting to other devices and servers. 1 2 3 1  
(A) Data (B) Business  
(C) Net work (D) Slow
15. Managing change is part of every \_\_\_\_\_ job. 1 2 3 1  
(A) Worker's (B) Manager's  
(C) Staff's (D) Customer's
16. \_\_\_\_\_ are formal social units for attaining specific goals. 1 2 4 1  
(A) Managers (B) Organizations  
(C) Workers (D) Skills
17. \_\_\_\_\_ technology includes computers, software. 1 2 4 1  
(A) Information (B) Marketing  
(C) Operations (D) Cost
18. Cost \_\_\_\_\_ strategy aims to get more profit than competitors. 1 2 4 1  
(A) Focus (B) Leadership  
(C) Link (D) Follower
19. \_\_\_\_\_ change involves work process, methods and equipment. 1 2 4 1  
(A) Technology (B) People  
(C) Market (D) Structure
20. Economic pressures made organizations to become more \_\_\_\_\_. 1 2 4 1  
(A) Costly (B) Price intensive  
(C) Cost efficient (D) Conservative

21. Before implementing organization change managers need to account for \_\_\_\_\_ characters especially across countries. 1 2 5 1  
(A) Cultural (B) Employee  
(C) Financial (D) Market
22. Use of scanner in stores is an example of \_\_\_\_\_ change category. 1 2 5 1  
(A) Technology (B) People  
(C) Competition (D) Structure
23. \_\_\_\_\_ change is caused by change in change levers. 1 2 5 1  
(A) Growth (B) Transformational  
(C) New (D) Local
24. Levers of change are strategy structure, recruitment and \_\_\_\_\_. 1 2 6 1  
(A) Leadership (B) Strategy  
(C) Training (D) Pay
25. Absorbing technology by change off parameters of the new technology is technology \_\_\_\_\_. 1 2 6 1  
(A) Adaption (B) Adoption  
(C) Growth (D) Formation

**PART – B (5 × 10 = 50 Marks)**

Answer ALL Questions

- |  | Marks | BL | CO | PO |
|--|-------|----|----|----|
| 26. a. Discuss about the dominant trends in global industries. | 10    | 2  | 1  | 1  |
| (OR)   |       |    |    |    |
| b. Explain the nature of axes of technology.                   | 10    | 2  | 1  | 1  |
| 27. a. Explain the steps of value analysis.                    | 10    | 2  | 2  | 1  |
| (OR)   |       |    |    |    |
| b. Examine the structure of technology absorption.             | 10    | 2  | 2  | 1  |
| 28. a. Discuss about the product development cycle.            | 10    | 2  | 3  | 1  |
| (OR)   |       |    |    |    |
| b. Explain the technology fusion.                              | 10    | 2  | 3  | 1  |
| 29. a. Discuss about the need for organization flexibility.    | 10    | 2  | 4  | 1  |
| (OR)   |       |    |    |    |
| b. Explain the company culture.                                | 10    | 2  | 4  | 1  |
| 30. a. Explain the needs of national technology policy.        | 10    | 2  | 5  | 1  |
| (OR)   |       |    |    |    |
| b. Discuss about the nature of Japanese innovation system.     | 10    | 2  | 5  | 1  |