

11. Which term refers to the process of turning innovative ideas into actual products or services?	1	1	3
(A) Invention			
(B) Commercialization			
(C) Research and development			
(D) Intellectual property			
12. What does R&D stand for?	1	1	3
(A) Research and Determination			
(B) Research and Development			
(C) Resources and Development			
(D) Risk and Decision-making			
13. Which type of innovation involves making small, incremental improvements to existing products?	1	1	4
(A) Radical innovation			
(B) Disruptive innovation			
(C) Incremental innovation			
(D) Blue ocean strategy			
14. What is the goal of technology road mapping?	1	1	4
(A) Identifying market trends			
(B) Planning technology development			
(C) Assessing intellectual property			
(D) Reducing operational costs			
15. What does "IP" stand for in the context of innovation?	1	1	4
(A) Internet Protocol			
(B) Innovation Process			
(C) Intellectual Property			
(D) Information Processing			
16. What is a financial challenge when transferring technology from academia to industry?	1	1	4
(A) Lack of research publications			
(B) Limited funding			
(C) Rapid technological change			
(D) Too many collaborations			
17. What term describes the adoption of a new technology within a society?	1	1	5
(A) Technology readiness			
(B) Technology diffusion			
(C) Technology convergence			
(D) Technological forecasting			
18. Why do we need innovation in business?	1	1	5
(A) Reducing waste			
(B) Increasing employee satisfaction			
(C) Achieving strategic advantage			
(D) Maximizing profits			
19. In the context of innovation, what is a patent?	1	1	5
(A) A financial incentive			
(B) Legal protection for inventions			
(C) A marketing strategy			
(D) A type of technology			
20. Which stage of innovation focuses on implementing and fine-tuning ideas?	1	1	5
(A) Ideation			
(B) Commercialization			
(C) Diffusion			
(D) Evaluation			

PART - B (5 × 4 = 20 Marks)

Answer **any 5** Questions

Marks BL CO

21. Explain Axes of Technology	4	3	1
22. Explore the relationship between IP protection and Innovation	4	3	2
23. Compare Technology Fusion and the new R&D	4	3	3
24. Explain Technology Absorption	4	3	4
25. Discuss core competencies in the context of technology and innovation management?	4	3	5
26. Explain how the organizational structure impact the successful implementation of new technologies within a company?	4	3	1
27. Explain four key requisites of a national technology policy.	4	3	2

PART - C (5 × 12 = 60 Marks)

Answer **all** Questions

Marks BL CO

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|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|---|---|
| 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. | 12 | 4 | 1 |
| | (OR) | | | |
| | (b) Discuss nature of New Technology | | | |
| 29. | (a) Discuss the methods and considerations involved in the evaluation of technological investments within an organization. | 12 | 4 | 2 |
| | (OR) | | | |
| | (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). | 12 | 4 | 3 |
| | (OR) | | | |
| | (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. | 12 | 4 | 5 |
| | (OR) | | | |
| | (b) Discuss national differences in technology policy | | | |

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