

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

MBA (2015 to 2017) (Sem.-4)
TECHNOLOGY MANAGEMENT

Subject Code : MBA-946

M.Code : 71391

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** contains **SIX** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
2. **SECTION-B** consists of **FOUR** Sub Sections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **EIGHT** marks.

SECTION-A

- 1) Technology scouting
- 2) Road mapping
- 3) Capability maturity model
- 4) ERP
- 5) Technology life cycle
- 6) Disruptive technology

SECTION-B

UNIT-I

- 7) Has use of technology become a strategic weapon for success in present day? How do corporates use technology to compete in marketplace?

- 8) What are the strategic considerations of using highly capitalistic form of technology? What social consequences can result from it?

UNIT-II

- 9) Why do corporate need to plan planning technological obsolescence and product cannibalization? Give examples.
- 10) Elaborate the concept of hype cycle and technology absorption.

UNIT-III

- 11) Patents, trademarks and their protection are the cornerstone of technology and economy. Discuss.
- 12) WTO and related legislation is playing vital role in international trade. Comment on its impact on Indian economy.

UNIT-IV

- 13) Discuss the role played by DST, CSIR in development and dissemination of technology at organizational level.
- 14) Technologies have changed a lot which requires alignment of technology and business strategy. Discuss

SECTION-C

- 15) **Case study :**

Mattel Inc., creators of the Barbie doll, brought a huge case against rival toy doll maker, MGA Entertainment Inc. back in 2008. MGA claimed that Mattel had copied their latest range of Bratz dolls in order to steal back MGA's dominant market share. The designs were simply too similar, featuring disproportionately large heads and slim bodies. However, lawyers working on Mattel's behalf provide that an ex-Mattel designer who had subsequently worked on the design team for MGA had used designs that he had created while employed at Mattel. In fact, those doll designs were still the legal property of Mattel.

Discuss the above as an IPR case.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.