2008 JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY MBA

CODE NO: R5-402-MBA NR-R5 M.B.A. IV SEMESTER REGULAR EXAMINATIONS, APR/MAY 2008 MANAGEMENT OF TECHNOLOGY

Time: 3 hours Marks: 60

Answer any FIVE Questions All Questions carry equal marks ?????

1. Employees are always view technological innovation as a threat. Do you agree? Substantiate.

2. Explain the role of R&D in supporting the organization to withstand in the changing environment.

3. What is Brainstorming? Explain the process of Brainstorming in creative problem solving.

4. What is project formulation? Give a detailed flow chart of the project formulation and analysis process.

5. Explain the key elements of project portfolio planning.

6. Explain the concepts in briefly with examples(a) Product Architecture(b) Product Design.

7. What are the steps involved in technology planning?

8. Explain how organizations procure and adopts the technology from different sources in modern days.?