

MASTER OF BUSINESS ADMINISTRATION
SECOND SEMESTER
STRATEGIC TECHNOLOGY MANAGEMENT AND INTELLECTUAL PROPERTY RIGHT
MBA – 207(A)
[USE OMR FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 min.

Marks: 20

1×20=20

(Objective)

Choose the correct answer from the following:

1. According to Zeleny (1986), the three interdependent components of technology are:
a. Hardware, Internet, Brainware b. Hardware, Software, Brainware
c. Hardware, Designware, Middleware d. Software, Cloudware, Know-how
2. Which of the following technologies is based on experiences and is difficult to articulate?
a. Codified technology b. High technology
c. Tacit technology d. Appropriate technology
3. Technology is best described as
a. Any application of knowledge to the practical aims of human life b. Tools only
c. A scientific theory d. The process of manufacturing
4. The long-wave theory of economic cycles was suggested by
a. Adam Smith b. Betz
c. Khalil d. Lau
5. Find out the wrong statement.
a. Accuracy is very crucial for market forecasting. b. Market forecasting is focused on making predictions about product quality
c. Market forecasting is done with the help of historical data d. All of the above
6. What does the S-curve in technology forecasting represent?
a. Decline in productivity b. Linear growth in technology
c. Sudden obsolescence of technology d. Growth, maturity, and decline of technology

7. Which of these is a key objective of technology enhancement?
 - a. Disposing obsolete technology
 - b. Lowering innovation cost
 - c. Extending the life cycle of the technology
 - d. Reducing customer support services
8. Which of the following methods uses expert judgment but avoids groupthink?
 - a. Delphi Method
 - b. Linear Programming
 - c. Market Survey
 - d. Historical Trend Analysis
9. Which of these is a feature of a successfully re-engineered process?
 - a. Increased number of reconciliation steps
 - b. Strict centralized decision control
 - c. Workers make real decisions
 - d. Separate data-recording activities
10. Which one of the following is not listed as an objective of BPR?
 - a. Speed
 - b. Bureaucracy
 - c. Flexibility
 - d. Quality
11. Effective change management in BPR primarily addresses:
 - a. Only the IT infrastructure changes
 - b. Outsourcing 100% of non-core activities
 - c. Cost-cutting targets for the next fiscal year
 - d. Cultural and human resistance to new processes
12. A small, empowered cross-functional team charged with redesigning processes is known as the:
 - a. BPR team
 - b. Task force
 - c. Quality circle
 - d. Steering committee
13. Which of the following is not one of the five methods of acquiring technology?
 - a. Internal R&D
 - b. Joint venture
 - c. Franchising
 - d. Licensing in
14. According to Ford's acquisition matrix, if a firm's urgency of acquisition is high but its relative standing in the technology is low, the preferred method is:
 - a. Internal R&D
 - b. Buying the technology
 - c. Joint venture
 - d. Contracting out
15. If a firm's urgency to exploit a technology is low but its standing in that technology is also low, the most suitable exploitation strategy would be:
 - a. Employ in own products
 - b. Contracted-out manufacture/marketing
 - c. Joint venture
 - d. License-out

16. In the exploitation matrix, when a firm has high standing in a technology and low urgency to exploit it, the recommended method is:
 - a. Employ in own products
 - b. Contracted-out manufacture/marketing
 - c. Joint venture
 - d. License-out
17. Under Indian law a patent gives its owner exclusive rights for
 - a. 14 years
 - b. 20 years
 - c. 16 years
 - d. 25 years
18. Which of these is not a patentability requirement?
 - a. Artistic merit
 - b. Inventive step
 - c. Industrial applicability
 - d. Novelty
19. Which IP right protects a composer's original musical score?
 - a. Geographical indication
 - b. Patent
 - c. Trademark
 - d. Copyright
20. Which of these may be protected as a trade secret rather than by registration?
 - a. A novel drug molecule
 - b. A company logo
 - c. A confidential manufacturing process
 - d. A published book

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(**Descriptive**)

Time: 2 hr.30 mins.

Marks: 50

[Answer question no.1 & any four (4) from the rest]

1. Define the following with appropriate examples: 2*5=10
 - a) Emerging technology
 - b) Appropriate technology
 - c) Distinctive technology
 - d) Management technology
 - e) Diffusion of technology

2. a) "Michael Porter (1985) advocates that technology strategy be formulated within the larger context of business planning." List out the seven steps proposed by him for technology strategy formulation. 5+5=10
- b) What do you understand by integration of technology? Briefly discuss the Integration Evaluation matrices.
3. a) Discuss the importance of forecasting accuracy in business operations. 5+5=10
- b) What do you understand by Technology Discontinuity? Explain. State some examples of historical technological discontinuities
4. Explain the Market Growth at Different Stages of the TLC curve with the help of appropriate diagram. What are the different courses of action adopted by the organizations in each of these stages? 5+5=10
5. a) Discuss six key objectives of BPR and explain why each is critical to organizational performance. 6+4=10
- b) Identify four major criticisms or pitfalls of BPR implementations and suggest one way to mitigate each.
6. a) Define technology acquisition and technology exploitation and explain why both must be integrated into an organization's strategy. 5+5=10
- b) Compare and contrast internal R&D and contracting out for R&D as acquisition methods, citing at least two advantages and two disadvantages of each.
7. a) Using Ford's technology acquisition decision matrix, outline the three most important factors that influence whether a firm should choose licensing-in versus joint ventures. 4+6=10
- b) Discuss the importance of intellectual property rights (IPRs) for modern businesses and economic development.
8. a) Discuss the objectives and scope of the TRIPS Agreement for global IP harmonization. 5+5=10
- b) Explain the concept of trade secret and describe two advantages and two disadvantages of relying on trade-secret protection instead of patents.