

BBA
4TH SEMESTER
TECHNOLOGY MANAGEMENT
BBA-26

Duration: 3 Hrs.

Marks: 70

{ Part : A (Objective) = 20 }
{ Part : B (Descriptive) = 50 }

[PART-B : Descriptive]

Duration: 2 Hrs. 40 Mins.

Marks: 50

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

1. A. Define Technology and explain the process of effective Technology Management, bringing out clearly the steps involved in the process. 5+5 =10
B. Discuss the role of technology in the production process
2. A. It is important to link technology strategy with business strategy." Why? Explain and discuss how this linkage can be brought about. 5+5 =10
B. Define the different Advantages of Technology Management
3. A. Discuss the Waterfall model and Prototype model of the technology management. 5+5 =10
B. "Information Technology brings about changes in products and these have some major security issues." What are these issues?
4. Discuss the different stages of the Technology Life Cycle 10
5. A. Make a clear difference between Administration and Management. 5+5 =10
B. What are the factors for installing a new technology?
6. A. What is the significance of balanced MIS technology?
B. Make a clear difference between invention and discovery. 5+5 =10
7. Discuss the role and function of manager in order to implement a new technology in the organization. 10
8. A. Describe the meaning Organization structure 5+5 =10
B. How the technology management going to be achieve the organizational goal?

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[PART-A : Objective]

Choose the correct answer from the following:

1X20=20

1. One byte is made of
a. Four bits
 b. Twelve bits
c. Eight bits
d. Sixteen bits
2. _____ details are given by Management to Marketing Service System.
 a. Customer
b. Employee
c. Supplier
d. None of the above
3. The elements of control will consist of
 a. Authority, Direction, Management
b. Authority, Direction, Information
c. Authority, Application, Management
d. Authority, Application, Information
4. AI is the short form of
 a. Artificial information
b. Artificial intelligence
c. Artificial integration
d. None of the above
5. The general transformation cycle for information is:
 a. Information to data to knowledge
b. Knowledge to data to information
c. Data to knowledge to information
d. Data to information to knowledge
6. The OCR stands for
 a. Optical Character Radiation
b. Optical Character Reorganization
c. Optical Character Recall
d. Optical Character Recognition
7. Administration exist on the _____
a. Manager
b. Management
c. Policy
d. Information
8. Innovation leads to _____
a. New technology
b. New adaption
c. New processing unit
d. All the above
9. Prototype model can be adapted in the
a. Top down approach
b. Bottom up Approach
c. As per the choice
d. None of the Above
10. Prototype model can be developed to
a. Top down approach
b. Spiral Model
c. As per the choice
d. None of the Above
11. Waterfall model developed by
a. Games Waterfall
b. Z. Waterfall
c. All the Above
d. None of Above
12. Technology management can be consider with Research and _____
a. Development
b. Re-Engineering
c. Re-Modeling
d. None of the Above
13. For improvising of technology there is a need to be many interactions between the different modules of a product in terms of
a. Application
b. Innovation
c. Execution
d. All of the Above

14. Balanced System and Innovation can be achieved by

- a. Benefit Analysis
- b. Cost Analysis
- c. Cost Benefit Analysis
- d. Objective settings

15. If a university sets up a web-based information system that faculty could access to record student grades and to advise students, that would be an example of a/an

- a. CRM
- b. Intranet
- c. ERP
- d. Extranet

16. The person who ensures that systems are developed with security and quality is a

- a. Systems designer
- b. Project manager
- c. Systems owner
- d. External system user

17. The person who ensures that systems are developed on time, within budget, and with acceptable quality is a

- a. Systems designer
- b. Project manager
- c. Systems owner
- d. External system user

18. The back bone of any organization is

- a. Information
- b. employee
- c. capital
- d. management

19. The basic component(s) of DSS is (are)

- a. Database
- b. Model base
- c. DSS software system
- d. All of the above

20. MIS normally found in a manufacturing organization will not be suitable in the _____.

- a. Service sector
- b. Banking sector
- c. Agriculture sector
- d. All of the above

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UNIVERSITY OF SCIENCE & TECHNOLOGY, MEGHALAYA



Question Paper CUM Answer Sheet

[PART (A) : OBJECTIVE]

Serial no. of the main Answer sheet

Course :

Semester : Roll No :

Enrollment No : Course code :

Course Title :

Session : 2016-17 Date :

Instructions / Guidelines

- > The paper contains twenty (20) / ten (10) questions.
- > The student shall write the answer in the box where it is provided.
- > The student shall not overwrite / erase any answer and no mark shall be given for such act.
- > Hand over the question paper cum answer sheet (Objective) within the allotted time (20 minutes / 10 minutes) to the invigilator.

Full Marks	Marks Obtained	Remarks
20		

Scrutinizer's Signature

Examiner's Signature

Invigilator's Signature