

**MASTER OF BUSINESS ADMINISTRATION**  
**SECOND SEMESTER**  
**STRATEGIC TECHNOLOGY MANAGEMENT AND INTELLECTUAL PROPERTY RIGHT**  
**MBA-207A**

Duration : 3 hrs.

Full Marks: 70

( PART-A: Objective )

Time : 20 min.

Marks : 20

*Choose the correct answer from the following:*

1X20=20

1. Which of the following is not a dimension of technology transfer?
  - a. Technology radar
  - b. Technology supplier
  - c. Technology receiver
  - d. Technology transfer facilitator
2. Four major areas can be identified as being subjected to change in BPR are as follows:
  - a. organization, technology, strategy, and people
  - b. organization, infrastructure, resources, people
  - c. technology, finance, machines, people
  - d. strategy, technology, methods, organization
3. \_\_\_\_\_ is an organization's defining strength, providing the foundation from which the business will grow, seize upon new opportunities and deliver value to customers.
  - a. Technology Transfer
  - b. Core Competency
  - c. Technology Acquisition
  - d. Strategy Management
4. The core competency is a concept in management theory introduced by
  - a. C. K. Prahalad
  - b. Gary Hamel
  - c. Both
  - d. None
5. Which type of innovation generally give rise to productivity improvements or better products/ process resulting in lower costs?
  - a. Incremental innovation
  - b. Radical innovation
  - c. Disruptive innovation
  - d. None
6. \_\_\_\_\_ is conducted by a group of people who attempt to forecast about a specific technology by collecting/contributing all the ideas spontaneously.
  - a. Exponential Smoothing
  - b. Delphi Technique
  - c. Expert Opinion
  - d. Brainstorming
7. Which of the following modes of technology transfer is also called as dissemination mode?
  - a. Active Mode
  - b. Passive Mode
  - c. Semi-active Mode
  - d. Horizontal Mode
8. What kind of forecasting would bring up great uncertainty of the future?
  - a. Short term forecasting
  - b. Mid-term forecasting
  - c. Long-term forecasting
  - d. Temporary forecasting

9. A framework is a conceptual model that helps us understand and communicate about information systems is known as \_\_\_\_\_
- a. Research Strategy
  - b. Technology Strategy Framework
  - c. Core Competency
  - d. Technology transfer
10. \_\_\_\_\_ is a legal term used to describe the rights that creators have over their literary and artistic works.
- a. Trademark
  - b. Copyright
  - c. Patent
  - d. Trade secret
11. What is the full form of TRIPS?
- a. Trade-Related Intellectual Property Systems
  - b. Trade-Relation Intellectual Property Systems
  - c. Trade-Related International Property Systems
  - d. Trade-Related Intellectual Pioneer Systems
12. \_\_\_\_\_ involves bringing in new technologies from external sources rather than using the firm's own internal research and development activities.
- a. Technology Acquisition
  - b. Technology Evaluation
  - c. Technology Transfer
  - d. Technology Strategy
13. Which of the following is the best explanation of business process reengineering?
- a. Redesigning the organizational structure of a business
  - b. Redesigning workflow
  - c. Redesigning products
  - d. Transformation of business processes for more effective achievement of business goals
14. \_\_\_\_\_ is a defined and disciplined business methodology to increase customer satisfaction and profitability by streamlining operations, improving quality and eliminating defects in every organization-wide process.
- a. Six Sigma
  - b. TQM
  - c. Five Alpha
  - d. Six Beta
15. Which of the following is not a key feature of Total Quality Management?
- a. Continuous improvement
  - b. Identifying customers and their needs
  - c. Establishing clear specifications
  - d. Teamwork, trust and empowerment
16. Which of the following is not one of the steps of the Business Process Reengineering (BPR)?
- a. Identify customers and determine their needs
  - b. Determining objectives and frame-work
  - c. Formulation of a redesign process plan
  - d. Partial modification or marginal improvement in the existing work processes.
17. The concept of BPR was given by-
- a. Michael Hammer
  - b. James Champy
  - c. Both
  - d. None

18. \_\_\_\_\_ Innovation involves the creation of technologies, services, and business models that open up entirely new markets.
- a. Incremental innovations
  - b. Disruptive innovations
  - c. Radical innovations
  - d. None
19. A \_\_\_\_\_ is a sign capable of distinguishing the goods or services of one enterprise from those of other enterprises.
- a. Copyright
  - b. Trademark
  - c. Patent
  - d. Trade Secret
20. The \_\_\_\_\_ is concerned with the time and cost of developing the technology, the time line of recovering cost and modes of making the technology yield a profit proportionate to the costs and risks involved.
- a. Technology life cycle
  - b. Product Life Cycle
  - c. Product Development Life Cycle
  - d. Technology Acquisition

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( PART-B : Descriptive )

Time: 2 HRS 40 MINS

Marks : 50

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

1. a. What do you mean by Business Process Re-engineering (BPR)?  
What are the objectives of BPR? 5+5=10  
  
b. Explain briefly the role of IT in BPR.
2. a. What do you mean by Intellectual Property Rights? Describe the  
various constituents of Intellectual Property Rights. 6+4=10  
b. Describe the process for filing the following Intellectual Property  
Rights- (i) Trademark and (ii) Copyright
3. a. Explain the different types of Technological Innovation with the  
help of a diagram. 5+5=10  
b. What do you mean by research strategy? Briefly explain the  
technology push and market pull innovation approaches with the  
help of an example.
4. a. What do you mean by Technology Strategy and core competence?  
State any three difference between Technology Strategy and  
Business Strategy. 5+5=10  
b. Explain the role of Technology in economic development.
5. a. What are the steps involved in Davenport & Short's Methodology  
to redesign organizations? 5+5=10  
b. Explain briefly the product management's role at every phase of  
product life cycle.
6. a. What do you mean by technology forecast? Describe the steps  
involved in technology forecasting. 5+5=10  
b. Elaborate on the process of Technological Innovation.
7. What do you mean by Strategic Technology Management? Explain  
the phases of Technology Life Cycle along with it a diagram.  
Describe the steps involved in Product Development Lifecycle. 1+4+5=10
8. a. Explain briefly about the steps involved in Technology  
Acquisition. 7+3=10  
  
b. What are the different modes of Technology Transfer?

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