

**BACHELOR OF BUSINESS ADMINISTRATION
SIXTH SEMESTER
STRATEGIC TECHNOLOGY MANAGEMENT
BBA-601**

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. What technique includes the discussion, review and elimination of idea?
 - a. Delphi Technique
 - b. Correlation
 - c. Technology Trend Analysis
 - d. Growth Curves

11. The shape of the Technology Life Cycle is often referred to as the
 - a. U curved shape
 - b. S curved shape
 - c. V curved shape
 - d. None

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 Framework
 - 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. Which method of forecasting technique is used when a little data existed?
- a. Normative forecasting b. Exploratory forecasting
c. Both d. None
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. What do you mean by Strategic Technology Management? Explain the phases of Technology Life Cycle along with a diagram. Describe the steps involved in Product Development Lifecycle. 1+4+5=10
2. a. What do you mean by Business Process Re-engineering (BPR)? What are the objectives of BPR?
b. Explain briefly the role of IT in BPR. 5+5=10
3. a. What are the steps involved in Davenport & Short's Methodology to redesign organizations?
b. What is the product management's role at every phase of product life cycle? 5+5=10
4. a. What do you mean by Technology Strategy and core competence? State the benefits of Technology Strategy.
b. Explain about the strategic role of Technology. 5+5=10
5. a. Explain the different types of Technological Innovation with the help of a diagram.
b. What do you mean by Research Strategy? Briefly explain the technology push and market pull innovation approaches with the help of an example. 5+5=10
6. a. Elaborate on the process of Technological Innovation.
b. What do you mean by Technology Forecast? Describe the steps involved in technology forecasting. 5+5=10
7. a. Explain briefly about the steps involved in Technology Acquisition.
b. What are the different dimensions of Technology Transfer? 7+3=10
8. a. What are the different modes of Technology Transfer? 3+7=10
b. Describe any three methods of Technology Forecasting in details.

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