

MASTER OF BUSINESS ADMINISTRATION
SECOND SEMESTER
STRATEGIC TECHNOLOGY MANAGEMENT
& INTELLECTUAL PROPERTY RIGHT
MBA – 207A

**SET
B**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. Out of the four components of technology, Brainware stands for the
 - a. The learned or acquired knowledge of or technical skill regarding how to do things well
 - b. The reasons for using the technology in a particular way.
 - c. The physical structure and logical layout of the equipment or machinery that is to be used to carry out the required tasks
 - d. The knowledge of how to use the hardware in order to carry out the required tasks
2. Under what circumstances, a company decides to outsource a technology rather than acquiring it?
 - a. When importance of the integration is not very critical and level of difficulty involved with the integration is major
 - b. When importance of the integration is critical and level of difficulty involved with the integration is major
 - c. When importance of the integration is not very critical and level of difficulty involved with the integration is minor
 - d. When importance of the integration is critical and level of difficulty involved with the integration is minor
3. The term “Appropriate technology” refers to
 - a. any technology that is not yet fully commercialized but will become so within about five years
 - b. any newly introduced or implemented technology that has an explicit impact on the way a company produces products or provides services
 - c. A good match between the technology utilized and the resources required for its optimal use
 - d. None of these
4. The purpose of technology strategy is
 - a. To gain a sustainable technological advantage that provides a competitive edge
 - b. To understand the technological advancements or shifts happening over the years
 - c. To understand consumer needs and demand
 - d. To develop a completely new technology

5. Which one of the following factors influence the rate of adoption of an innovation by members of a social system
 - a. Availability in the market
 - b. The degree to which potential users believe that they can afford this innovation
 - c. The degree to which the innovation is perceived to be offering better advantage than does existing practice
 - d. None of these
6. What are the parameters used for the x and y axis of S-curve?
 - a. X- Axis: Time
Y-Axis: Technology Performance
 - b. X- Axis: adoption rate
Y-Axis: number of consumers
 - c. X- Axis: Technology Performance
Y-Axis: Time
 - d. None of the above
7. Proliferation is
 - a. the set of activities that ensures that consumers embrace the technology
 - b. the set of activities associated with introducing a product into the marketplace
 - c. the set of activities associated with maintaining a competitive edge for the technology
 - d. the strategy and associated activities that ensure the widespread use of the technology and its dominance in the marketplace
8. Monitoring method of technology forecasting is used
 - a. To maintain current awareness of an area and the information with which to forecast as needed
 - b. To reduce complex systems to manageable representations
 - c. To forecast when identifiable experts in an area exist and where data are lacking and modeling is difficult or impossible
 - d. To project quantifiable parameters and to analyze adoption and substitution of technologies.
9. Find out the wrong statement.
 - a. BPR revolves around customer needs and helps to give an appropriate focus to the business.
 - b. BPR is a single, once-for-all cost-cutting exercise.
 - c. BPR can help to reduce organizational complexity by eliminating unnecessary activities.
 - d. BPR provides cost advantages that assist the organization's competitive position.
10. Davenport's and Short's methodology of business process redesigning is different from Hammer's methodology because
 - a. They focused on developing new products using latest technology
 - b. They emphasized on cost cutting measures
 - c. They acknowledged the existence of a recursive relationship between IT capabilities and BPR
 - d. None of these

11. According to Covert (1997), in order to have an effective BPR team, it must be kept under
 - a. 5 members
 - b. 10 members
 - c. 12 members
 - d. 15 members
12. Which of the following is the best explanation of business process reengineering?
 - a. Redesigning the organizational structure of a business
 - b. Transformation of business processes for more effective achievement of business goals
 - c. Redesigning products
 - d. Redesigning workflow
13. What is the term for the process of obtaining new technology or intellectual property from external sources?
 - a. Innovation
 - b. Acquisition
 - c. Exploitation
 - d. Integration
14. What is the term for the transfer of technology or knowledge from a research institution to a commercial entity?
 - a. Technology licensing
 - b. Technology transfer
 - c. Research and development
 - d. Technology collaboration
15. What is the term for the exclusive legal right to reproduce, distribute, and display a creative work?
 - a. Patent
 - b. Copyright
 - c. Trademark
 - d. Trade secret
16. What is the term for the act of intentionally copying and distributing copyrighted works without permission?
 - a. Counterfeit
 - b. Infringement
 - c. Piracy
 - d. Misappropriation
17. Which type of intellectual property right is symbolized by the "®" symbol?
 - a. Trademark
 - b. Copyright
 - c. Patent
 - d. Trade secret
18. Which of the following is a strategy for technology transfer?
 - a. Outsourcing technology development to offshore teams
 - b. Collaborating with competitors on joint research projects
 - c. Licensing technology to external parties for commercial use
 - d. All of the above
19. What is the term for the transfer of technology or knowledge between different parts of an organization?
 - a. Internal technology transfer
 - b. Cross licensing
 - c. Open innovation
 - d. Outsourcing
20. What is the term for the legal protection granted to an inventor or creator of a new invention or design?
 - a. Trademark
 - b. Copyright
 - c. Patent
 - d. Trade secret

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. Illustrate how emerging and new technology spurs economic expansion with the help of the long-wave or long economic cycle triggered by technology. 10
2. What do you mean by the Technology Life Cycle (TLC)? Draw the S-curve and highlight the three stages. Discuss the strategies adopted by the organizations in each of these three stages of TLC. 2+2+6=10
3. Define Technological innovation. Explain the eight stages of the process of technological innovation. 2+8=10
4. Define Business Process Reengineering (BPR). State and elaborate the factors responsible for the success and failure of any BPR process 2+2+6=10
5. a) What are the advantages of Business Process Reengineering? 5+5=10
b) Discuss the role of IT in Business Process Reengineering implementation.
6. Write in brief: (Any Two) 5×2=10
 - a) Asset Optimization
 - b) Patent Granting System
 - c) Design Application Procedure
7. Explain what is meant by IPR. What are the different forms of IPR? 4+6=10
8. What do you mean by technology transfer? Why technology transfer is required? What are the steps involved in developing research strategy for technology transfer? 3+3+4=10

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