

**BACHELOR OF BUSINESS ADMINISTRATION
SIXTH SEMESTER [SPECIAL REPEAT]
STRATEGIC TECHNOLOGY MANAGEMENT
BBA – 601**

**SET
A**

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

Marks: 20

(Objective)

Choose the correct answer from the following:

1 × 20 = 20

1. Which one of the following component is not included in Zeleny' definition of technology?
 - a. Hardware
 - b. Software
 - c. Brainware
 - d. Know-how
2. Which one of the following is an example of emerging technology in the recent times?
 - a. Genetic engineering
 - b. Nanotechnology
 - c. Artificial Intelligence
 - d. All of the above
3. Find the right statement
 - a. High tech employs people with relatively low levels of education or skill
 - b. Transfer of technology is easier when the technology is in a tacit form
 - c. Emerging technologies create new industries and may make existing ones obsolete
 - d. Distinctive technologies are Survival technologies on which the company's operations depend and without which it would be excluded from its markets.
4. _____ stage of Nolan's growth model is related to unplanned and uncontrolled growth.
 - a. Control stage
 - b. Integration stage
 - c. Maturity stage
 - d. Contagion/Expansion stage
5. 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
6. External technologies are
 - a. widely available to many organizations
 - b. responsible for giving an organization its unique competitive advantage in the marketplace
 - c. Economically supplied by an outside vendor.
 - d. not critical to the company's survival

7. Trend analysis 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.
8. 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
9. Which stage of the TLC S-curve is characterized by rapidly improving performance
 - a. Embryonic stage
 - b. Growth stage
 - c. Mature-technology period
 - d. Decline phase
10. Pricing strategy for a company who are in Maturity stage of the TLC curve
 - a. Penetration pricing
 - b. Cost-plus pricing
 - c. Competitive pricing
 - d. Price skimming
11. -----a process that converts knowledge into useful products and services that have socioeconomic impact. (Fill in the blank)
 - a. Technological Innovation
 - b. Diffusion of technology
 - c. Adoption of technology
 - d. Technology strategy
12. 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
13. Technology Acceptance Model was proposed by
 - a. Peter Drucker
 - b. Fred Davis
 - c. Ajzen and Fishbein
 - d. John Ingham
14. TAM is based on
 - a. Theory of Planned Behaviour
 - b. Adoption theory of Innovation
 - c. Theory of Reasoned Action
 - d. Social Cognitive Theory
15. What are the two key factors of TAM?
 - a. Perceived usefulness and Perceived ease of use
 - b. Perceived usefulness and Perceived facility
 - c. Perceived technology and Perceived ease of use
 - d. Perceived technology and Perceived facility

16. Vidgen et al. (1994) define the central principles of BPR as
- a. Radical change and assumption challenge
 - b. Process and goal orientation
 - c. Organizational re-structuring and Exploitation of enabling technologies
 - d. All of the above
17. Management Technology means
- a. management of technology
 - b. an interdisciplinary field that integrates science, engineering, and management knowledge and practice
 - c. technology used to manage organizations or certain functions
 - d. None of the above
18. The Nolan model is about
- a. how technology helps in the improvements in standards of living
 - b. Technological disruptions in the market
 - c. the evolution of information systems within an organization by considering the various stages of growth
 - d. Consumers awareness level regarding different technologies
19. A reengineered process results in
- a. Complete digitalization of the organization
 - b. Combining several jobs into one job
 - c. Reduction in manpower
 - d. None of the above
20. Licensing in of technology means
- a. Two or more firms combining their know-how and technological resources to develop technologies, sharing profits and risks as well
 - b. Contracting out a third party for R&D works
 - c. Purchasing the technology from another firm
 - d. None of the above
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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. a) Define technology. Discuss the four important components of technology. 5+5=10
b) Discuss the association between technology and business and its significance
2. What are the different methods of technology forecasting? Explain any two of these methods in details. 2+8=10
3. a) What are the advantages of Business Process Reengineering (BPR)? 5+5=10
b) Elaborate the characteristics of a redesigned process of business.
4. a) What is core competence? What are common characteristics of core competencies may help an organization. Distinguish areas of competencies from the multitude of its other activities? 5+5=10
b) What do you understand by Technology Discontinuity? Explain. State some examples of historical technological discontinuities
5. a) What is the role of IT in Business Process Reengineering? Explain in detail. 5+5=10
b) Elaborate the Technology Acceptance Model (TAM) and its relevance in technology management.
6. What is Technology Innovation? Highlight the different stages of the technology innovation process in detail. 2+8=10
7. "The impact of COVID-19 has increased the pace of digitization and disrupted workplaces everywhere, including the manufacturing sector." What are the major benefits of implementing advanced technology in manufacturing? Highlight the key focus areas that influencing the success of an advance technology implementation strategy in manufacturing sector. 5+5=10
8. What do you mean by acquisition of technology? What are the different methods used by the organization to acquire any technology? Explain the methods in brief. 2+8=10

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