

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

**SET
A**

[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. Which one of the following component is not included in Zeleny' definition of technology?
 - a. Hardware
 - b. Software
 - c. Brainware
 - d. Know-how
2. "An emerging technology is any technology that is not yet fully commercialized but will become so within about _____ years".
 - a. 1
 - b. 3
 - c. 5
 - d. 10
3. Find the wrong statement
 - a. High technology (high tech) refers to advanced or sophisticated technologies
 - b. High tech is associated with high levels of R & D expenditure
 - c. High tech employ people with relatively low levels of education or skill
 - d. High tech competes with technological innovation
4. Which one of the following is an example of technology discontinuities?
 - a. Steamship replacing the sailing ship
 - b. Transistor replacing the vacuum tube in electronics,
 - c. Personal computer (PC/Desktops) replacing the typewriter
 - d. All of the above
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. Distinctive 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. Modelling 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 stagnant performance?
- a. Embryonic stage
 - b. Growth stage
 - c. Mature-technology period
 - d. Decline phase
10. Pricing strategy for a company who are in Embryonic stage of the TLC curve
- a. Penetration pricing
 - b. Cost-plus pricing
 - c. Competitive pricing
 - d. Price skimming
11. _____ process by which an innovation is communicated, over time, through certain channels to members of a social system.
- 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. The Age of Information started from
- a. 1771
 - b. 1971
 - c. 1908
 - d. 1895
18. The Nolan model basically describes
- 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. A joint venture for technology acquiring 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. Define Technology. "Technology triggers long-wave or long economic cycle." Illustrate how emerging and new technology spurs economic expansion. 2+8=10
2. What is Technology Planning? Discuss the Technology Planning Framework in detail. 2+8=10
3. What is Business Process Reengineering (BPR)? What are the key objectives behind the decision of business process redesigning? 3+7=10
4. Explain the three stages of Technology Life Cycle with the help of appropriate diagram. What are the different courses of action adopted by the organizations in each of these stages? 4+2+4=10
5. What are the Six Stages of Nolan's models? Discuss the different stages with the appropriate diagram. What is the significance of this model in Information System planning? 6+4=10
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 is exploitation of technology? What are the different methods used by the organization to exploit any technology? Explain the methods in brief. 2+8=10

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