

**BACHELOR OF BUSINESS ADMINISTRATION
SIXTH SEMESTER [SPECIAL REPEAT]
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. "Brainware" component of Technology is also known as
 - a. Know-what
 - b. Know-when
 - c. Know-how
 - d. Know-why
2. 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 employs people with relatively low levels of education or skill
 - d. High tech competes with technological innovation
3. The term "management technology" implies
 - a. gaining a sustainable technological advantage that provides a competitive edge.
 - b. Exploiting, developing, and maintaining the sum total of the company's knowledge and abilities.
 - c. technology used to manage organizations or certain functions
 - d. None of the above
4. An emerging technology is any technology that is not yet fully commercialized but will become so within about..... years.
 - a. 2
 - b. 5
 - c. 8
 - d. 10
5. The process by which an innovation is communicated, over time, through certain channels to members of a social system is called.....
 - a. Diffusion of Technology
 - b. Technology Transfer
 - c. Adoption of Technology
 - d. Technology Planning
6. The maturity stage of the S-curve period is characterized by
 - a. Rapid and sustained growth.
 - b. Experimentations and working on the initial bugs of the system
 - c. Slowed down progress in performance of the technology
 - d. All of the above

7. Which one of the following is an example of technology discontinuities?
- a. Steamship replacing the sailing ships
 - b. Personal Computer (PC/Desktop) replacing the typewriter
 - c. Transistors replacing vacuum tube in electronics
 - d. All of the above
8. Which of the technology forecasting method uses mathematical and statistical techniques to extend time series data into the future?
- a. Expert Opinion
 - b. Trend Analysis
 - c. Monitoring
 - d. Modelling
9. The S-curve of technology progress is proposed by
- a. Fisher & Pry
 - b. Hammer & Champy
 - c. Adam Smith
 - d. Fred Davis
10. Pricing strategy for a company who are in growth stage of the TLC curve
- a. Penetration pricing
 - b. Cost-plus pricing
 - c. Competitive pricing
 - d. Price skimming
11. What is right sequence of events in the technological innovation process followed by any organization post receiving approval from top management?
- a. Business plan development ->Market testing -> Mass production -> Disposal
 - b. Development & Testing of Prototype ->Market testing -> Mass production & Commercialization -> Disposal
 - c. Market testing -> Marketing strategy development -> Mass production -> Disposal
 - d. Market Analysis ->Market testing -> Mass production & Commercialization -> Disposal
12. 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
13. 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
14. Who first proposed the concept of Business Process Re-Engineering (BPR) in the 1990s?
- a. Michael Porter
 - b. James Hammer and Michael Champy
 - c. Michael Hammer and James Champy
 - d. Adam Smith

15. 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
16. Identify the wrong statement from the following:
- a. BPR does not always represent implementing automation in the business processes.
 - b. BPR is a single, once-for-all cost-cutting exercise.
 - c. BPR requires a far-reaching and long-term commitment by management and staff.
 - d. All of the above
17. Which of the following stages from Nolan's Six Stage Model is also known as "Expansion Stage"?
- a. Initiation stage
 - b. Maturity stage
 - c. Integration stage
 - d. Contagion stage
18. CAD stands for
- a. Computer Accessible Database
 - b. Customer Aided Design
 - c. Computer-Aided Design
 - d. None of these
19. As per the technology integration matrices, what should be the integration decision if the level of difficulty involved is major, and integration is not very critical?
- a. Integrate (majority ownership)
 - b. Integrate if cash constraints take minority position
 - c. Discretionary
 - d. Do not integrate
20. The parent theory for "Technology Acceptance Model" is
- a. Theory of Planned Behaviour
 - b. Norm Activation Model
 - c. Theory of Reasoned Action
 - d. Social Cognitive Theory

-- --- --

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. Define Technology. Briefly explain the different types of technology and with example. 2+8=10
2. Define Core-competency. List the three layers of technologies existing in any company with respect to their core competencies. Elaborate each one of these three layers. 2+2+6=10
3. Explain the market growth stages at the different phases 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? 5+5=10
4. What are the different methods of technology forecasting? Explain any two of these methods in details. 2+8=10
5. Define Business Process Reengineering (BPR). Discuss the factors responsible for the success or failure of any BPR. 2+8=10
6. a) Critically examine the role of BRP in improving the organization performances at various levels. 5+5=10
b) What are the various advantages of using IT in combination with BPR?
7. Discuss the basics of the Technology Acceptance Model (TAM). Highlight its application in understanding the technology adoption. 5+5=10
8. How can a company acquire a new technology for their business and can harness the benefits from it? Explain with examples. 10

= = *** = =