

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

**SET
A**

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

Marks: 20

(Objective)

Choose the correct answer from the following:

1 × 20 = 20

- Which of the following components of technology was not proposed by Zeleny?
 - Software
 - Hardware
 - Brainware
 - Know-how
- Tacit technology stands for:
 - A good match between the technology utilized and the resources required for its optimal use.
 - Non-articulated knowledge
 - Advanced or sophisticated technologies
 - Any technology that is not yet fully commercialized but will become so within about five years
- Identify the wrong statement:
 - Core competencies provide a distinctive advantage to the organizations
 - Core competencies are difficult for competitors to imitate
 - Core competencies provide access to a niche markets
 - The core competencies of an organization are usually converted to core products
-technologies helps any business to differentiate or distinguish itself from their competitors.
(Select the most appropriate option to fill up the blank)
 - External Technologies
 - Distinctive Technologies
 - Basic Technologies
 - New Technologies
- Pricing strategy for a company who are in Embryonic stage of the TLC curve:
 - Penetration pricing
 - Cost-plus pricing
 - Competitive pricing
 - Price skimming
- What are the parameters used for the x and y axis of Technology Life Cycle (TLC) curve?
 - X- Axis: Time
Y-Axis: Technology Performance
 - X- Axis: adoption rate
Y-Axis: number of consumers
 - X- Axis: Technology Performance
Y-Axis: Time
 - None of the above

7. Technology Enhancement stage from Technological Innovation Process stands for:
 - 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. Which one of the following factors influences 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
9. 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
10. 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
11. Which one of the following is not a direct objective of BPR?
 - a. Flexibility
 - b. Effective budgeting
 - c. Innovation
 - d. Compression
12. According to Covert (1997), what is the maximum recommended number members for an effective BPR team?
 - a. 5 members
 - b. 10 members
 - c. 18 members
 - d. 21 members
13. Technology Acceptance Model was proposed by:
 - a. Peter Drucker
 - b. Fred Davis
 - c. Ajzen and Fishbein
 - d. John Ingham

14. 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
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.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
17. In which year the comprehensive bill on patent rights "The Patent Act" was introduced in India?
- a. 1970
 - b. 2001
 - c. 1856
 - d. 1911
18. Patent is.....
- a. A monopoly right given by the government to an inventor for a period of twenty years.
 - b. A unique sign or indicator used by an individual, business organization or other legal entity to identify that the products and /or services are offered to the consumers
 - c. An indication which identifies goods as agricultural goods, natural goods or manufactured goods as originating, or manufactured in the territory of country
 - d. A design refers to the features of shape, configuration, pattern, ornamentation or composition of lines or colors applied to any article.
19. In which of the following cities there is no Patent office in India?
- a. Chennai
 - b. Hyderabad
 - c. Mumbai
 - d. Delhi
20. The Term of Geographical indication protection is.....
- a. 8 years
 - b. 25 years
 - c. 10 years
 - d. 50 years

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

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| 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. Elaborate the market growth pattern at the different stages of the TLC curve 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 |
| 3. What are the different methods of technology forecasting? Explain any two of these methods in details. | 2+8=10 |
| 4. a) What are the key objectives behind any business process reengineering (BPR) decision? Illustrate. | 5+5=10 |
| b) What is the role of IT in Business Process Reengineering? Explain in detail. | |
| 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. How can a company acquire a new technology for their business and can harness the benefits from it? List the different methods and explain them with examples. | 2+8=10 |
| 7. Explain the concept of Intellectual Property. Why Intellectual Property Rights should be protected? | 2+8=10 |
| 8. "The primary function of intellectual property rights (IPRs) is to protect and stimulate the development and distribution of new products and the provision of new services based on the creation and exploitation of inventions, trademarks, designs, creative content or other intangible assets." Elaborate the importance of Intellectual Property Right highlighting the benefits of intellectual property rights for a business. | 10 |

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