Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/M.TECH(MCNT)/SEM-3/MC-301/2011-12

2011

MANAGEMENT OF TECHNOLOGY AND ORGANISATIONAL BEHAVIOUR
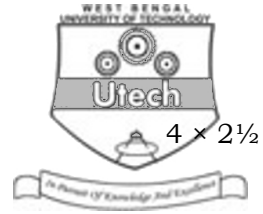
Time Allotted : 3 Hours   *Full Marks* : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words

as far as practicable.

Answer any *seven* questions.

1. Define Technology. What are its components ? How many ways Technology can be classified ?   2 + 2 + 6

2. What is meant by Management of Technology ? Write down the conceptual framework for Management of Technology.

     5 + 5

3. Write down with examples, how product and production technology has evolved in last 200 years.   5 + 5

4. What is understood by creativity ? What is innovation ? What are the characteristics of creative people ? How is innovation brought to market ? Give examples.   2 + 2 + 3 + 3

40427   [Turn over

5. Write short notes on the following : 4 × 2½

   a) Productivity

   b) Effectiveness

   c) Competitiveness

   d) Leaders versus Followers.

6. What is Life Cycle of a Technology in Market place ? What are the different phases of Technology Life Cycles ? 5 + 5

7. What is competitiveness ? In a mature technology, what are the indicators of competitiveness ? 5 + 5

8. How Innovation is related to Wealth Creation ? Give one example that has created wealth in the market place. 5 + 5

9. How is Business and Technological strategy planned ? How is a Technology strategy formulated ? 5 + 5

10. Write down how technology is acquired and transferred. What are the methods of acquiring technology ? 5 + 5

11. In the Manufacturing hierarchy, how an organisation structure is designed ? How R & D and new ventures are designed ? 5 + 5

12. How conflict can be managed in an organisation ? How are organisational barriers removed by communication ?

    5 + 5

13. What is the difference between Capital expenditure and Revenue expenditure ? Illustrate with examples. What is EOQ ? Explain with assumptions of EOQ. 5 + 5

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