

Roll No.

Exam Code : J-19

Subject Code—0308

M. B. A. EXAMINATION

(Main/Re-appear 2009-2017)

(Fourth Semester)

TECHNOLOGY ACQUISITION AND
DIFFUSION

POM-427

Time : 3 Hours

Maximum Marks : 70

Section A

Note : Attempt any *Seven* questions. **7×5=35**

1. Discuss make and buy decision.
2. What is Evaluation of Technology ?
3. Give detail of techno-market survey.
4. What are the parameters of technology evaluation ?

(3-93-5-0519) **J-0308**

P.T.O.

5. Discuss your understanding of technology marketing issues.
6. Discuss the importance of diffusion of technology.
7. What methodology is followed in technology assessment ?
8. Explain the identification of core competence.
9. Discuss technology absorption efforts.
10. Identify the future thrust for technology absorption.

Section B

Note : Attempt all the questions.

11. Discuss the organisation and management of technology assessment.

Or

What are technological indicators ? Explain their role in technology acquisition. **12**

12. What is meant by technology absorption ? Discuss the constraints in absorption of technology.

Or

What is financing of technology ? Discuss the sources of government funding of technology.

12

13. Define venture capital and discuss its importance in technology acquisition.

Or

Distinguish between diffusion and absorption. Explain diffusion strategies. **11**