

Roll No.

Exam Code : J-19

Subject Code—0330

M.B.A. EXAMINATION

(Batch 2018 Onwards for Lateral Entry)

(Fourth Semester)

TECHNOLOGY ACQUISITION & DIFFUSION

POM-427

Time : 3 Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. Q. No. **1** is compulsory. All questions carry equal marks.

1. Explain the following :

- (a) Make and Buy decision
- (b) Venture Capital
- (c) Core competence
- (d) Adaptation

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- (e) Technology transfer
- (f) Diffusion
- (g) Adoption.

Unit I

- 2. What is techno market survey ? Discuss assessment and evaluation of technology.
- 3. What is meant by technology assessment ? Discuss its methodology.

Unit II

- 4. Give a detailed account of funding of technology by government agencies.
- 5. Explain the identification of core competence.

Unit III

- 6. Define technology absorption. What are the constraints in technology absorption ?
- 7. Explain the management of technology absorption. What are the benefits of technology absorption ?

Unit IV

- 8. Discuss the importance of diffusion of technology. What are diffusion strategies ?
- 9. Explain the marketing issues of technology diffusion.