



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2023

Course: Technology Management

Program: BBA (OM)

Course Code: LSCM 3016

Semester: V

Time: 03 Hrs.

Max. Marks: 100

SECTION A
10Qx2M= 20 Marks

S. No.		Marks	CO
Q 1	<i>Explain following in one or two lines.</i>		
1.1	Technology	2	CO1
1.2	Invention	2	CO1
1.3	Creativity	2	CO1
1.4	Routine Innovation	2	CO1
1.5	Effectiveness	2	CO1
1.6	Laggard	2	CO1
1.7	External technologies	2	CO1
1.8	Vertically Integrated Corporation	2	CO1
1.9	Technology transfer	2	CO1
1.10	Applied Research	2	CO1

SECTION B
4Qx5M= 20 Marks

2.1	Compare the advantages and disadvantages of technology leader firm.	5	CO2
2.2	Differentiate between innovation & invention.	5	CO2
2.3	MOT at firm level vs. MOT at national/government level	5	CO2
2.4	Distinguish between science and technology.	5	CO2

SECTION-C
3Qx10M= 30 Marks

3.1	Explain the technology-price relationship, graphically.	10	C03
3.2	Describe the stages in new product/technology life cycle.	10	C03
3.3	Give an overview of Technology Planning Framework.	10	C03
SECTION-D 2Qx15M = 30 Marks			
4.1	Critically examine the change in approach from economies of scale to economies of scope to their integration under various characteristics with application.	15	C04
4.2	Critically evaluate any upcoming technology – introduction, application, status, market potential & future scenario.	15	C04