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**FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2020 ONLY**

20 UBP 6S3

**NGM COLLEGE (AUTONOMOUS) POLLACHI
END-OF-SEMESTER EXAMINATIONS: MAY-2023**

**B.COM-BPS
VI SEMESTER**

**MAXIMUM MARKS: 50
TIME : 2 HOURS**

**PART - IV
SKILL BASED ELECTIVE
TECHNOLOGY MANAGMENT**

SECTION-A

ANSWER THE FOLLOWING QUESTIONS:

MULTIPLE CHOICE QUESTIONS (Qn.No.1-5)(K1)

(10X1=10 MARKS)

1. The word techne means _____.

(a) Art (b) Logos (c) Science (d) Design

2. . _____ model of innovation has proven to be a misconception of the process.

(a) Scalar (b) Linear (c) Liner (d) None of the above

3The boundary roles of product organizations are known as_____.

a) Moderate b) Alternative c) Constant d) Many

4. The processes of amount of centralization for service organization can be calculate to be_____

a) Alternative b) Low c) Medium d) High

5._____ changes the way of the people engage with one other.

(a) Market pull (b) Market push (c) Social networks (d) Technology

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES: (K2)

6. Define technology.

(CONTD....2)

7. What is technology management?
8. What do you mean by multiple generation technologies?
9. What is technology transfer?
10. What are the 4 models of technology transfer?

SECTION-B

**ANSWER ANY FIVE OUT OF EIGHT FROM OF THE FOLLOWING QUESTIONS
(5X8=40 MARKS)**

11. Explain the needs of technology management.
12. Describe the stages of technology life cycle.
13. Explain the external forces that affect the innovation.
14. Explain the competitive advantage of pyramid in technology.
15. Elucidate the advantages and disadvantages of technology management.
16. Explain international technology transfer.
17. What is the role of technology in markets? Elucidate.
18. Describe the technology and innovation in business?
