

(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2019 ONLY)

(NO OF PAGES: 1)

19UBP6S3

REG.NO

NGM COLLEGE (AUTONOMOUS): POLLACHI  
END – OF – SEMESTER EXAMINATIONS: JULY- 2022

B.COM-BPS

MAXIMUM MARKS: 50

VI SEMESTER

TIME: 2 HOURS

**PART – IV SKILL BASED ELECTIVE PAPER- II  
TECHNOLOGY MANAGEMENT**

**SECTION - A (10 X 1 = 10 MARKS)**

**ANSWER ALL OF THE FOLLOWING QUESTIONS. (K1)**

**MULTIPLE CHOICE QUESTIONS**

- The word techne means \_\_\_\_\_  
(a) Art (b) Logos (c) Science (d) Design
- \_\_\_\_\_ are the reports that are produced at a predetermined time interval; such as daily, weekly, monthly or yearly  
(a) Periodic report (b) Summarized report  
(c) Exception report (d) Comparative Report
- \_\_\_\_\_ model of innovation has proven to be a misconception of the process.  
(a) Scalar (b) Linear (c) Liner (d) None of the above
- \_\_\_\_\_ innovations exploit the potential of established designs, and often reinforce the dominance of established firms  
(a) Incremental (b) Generational (c) Radical (d) Architectural
- \_\_\_\_\_ changes the way of the people who engage with one other.  
(a) Market pull (b) Market push (c) Social networks (d) Technology

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

- Define technology.
- What is technology management?
- Expand OTS
- What is technology transfer?
- List out the technology development cycle.

**SECTION - B (5 X 8 = 40 MARKS)**

**ANSWER ANY FIVE QUESTIONS OUT OF EIGHT QUESTIONS. (K3)**

- Explain the uses of technology management.
- Discuss innovation management.
- Explain the internal forces that affect the innovation.
- Explain the competitive advantages of pyramid in technology.
- Discuss the four channels of technology transfer in international technology environment.
- Describe the stages of technology life cycle.
- Write a detailed note on generation.
- Elucidate the advantages of technology management.