UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER II
SESSION 2012/2013

COURSE NAME	:	MANAGEMENT OF TECHNOLOGY
COURSE CODE	:	BPA 21703
PROGRAMME	:	1 BPA
EXAMINATION DATE	:	JUNE 2013
DURATION	:	3 HOURS
INSTRUCTION	:	ANSWER **ALL** QUESTIONS

THIS QUESTION PAPER CONSISTS OF **FIVE (5)** PAGES

Q1 (a) Technology Life Cycles for products, process, systems and services consists of standard curve called the S-Curve.

 (i) Label the stages (A, B, C and D) in the S-Curve provided in **APPENDIX 1.**

(4 marks)

 (ii) Explain each stage of the S-Curve as in **Q1(a) (i).**

(12 marks)

 (b) Integrating Technology Push and Market Pull are very important for firms to stimulate their innovation.

 Identify **TWO (2)** opportunities for technology push and market pull technology and market interaction.

(4 marks)

 (c) Rate of adoption of an innovation by members of social system is dependent on the degree to which the innovation is compatible with the values and need of the users.

 (i) Define diffusion of technology.

(2 marks)

 (ii) Provide **THREE (3)** examples of social system for technology diffusion.

(3 marks)

Q2 Innovation is a fundamental basis of competitiveness for firms, region and nation.

 (a) Define innovation.

(3 marks)

 (b) List **TWO (2)** classifications of innovation.

(2 marks)

 (c) Discuss **THREE (3)** organizational attributes for effective innovation.

(12 marks)

(d)   Explain **TWO (2)** types of technological innovation process modeling.

(8 marks)

Q3   Events of the past two decades have shown us that business competitiveness is no longer a matter of choice, but is a matter of survival in the global marketplace. Achieving organizational goals and competing successfully in times of fast changing business environments, require the formulation of technology strategy.

(a)   Define strategy.

(2 marks)

(b)   Identify **FIVE (5)** technology strategy analysis.

(5 marks)

(c)   Describe **THREE (3)** types of technology strategy.

(6 marks)

(d)   Explain with appropriate examples the following:

(i)   Continuous technology

(ii)   Radical technology

(12 marks)

Q4   In the quest to keep with the pace of technological change, organizations must be able to acquire needed technologies and exploit their own technologies. Decisions in this regard must be included in organization's strategies and planning effort.

(a)   Discuss **FOUR (4)** methods in acquiring technology using appropriate examples.

(16 marks)

(b)   State the stages of 1, 2 and 4 in the technology development model provided in **APPENDIX 1**.

(3 marks)

(c)   Discuss **THREE (3)** types of Research and Development (R&D) needs as proposed by Jain & Triandis (1990).
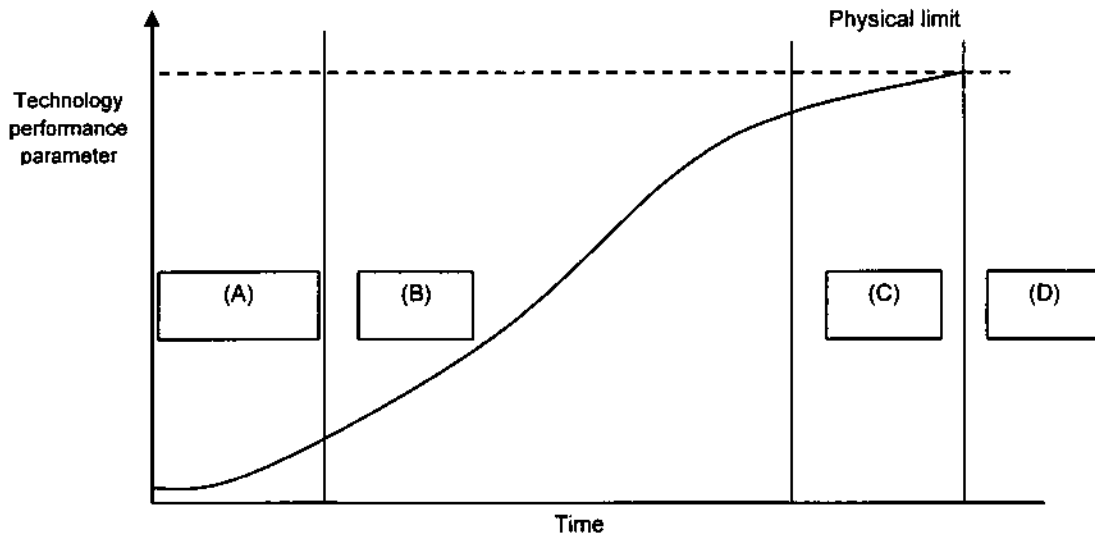
(6 marks)

FIGURES Q1- S-CURVE
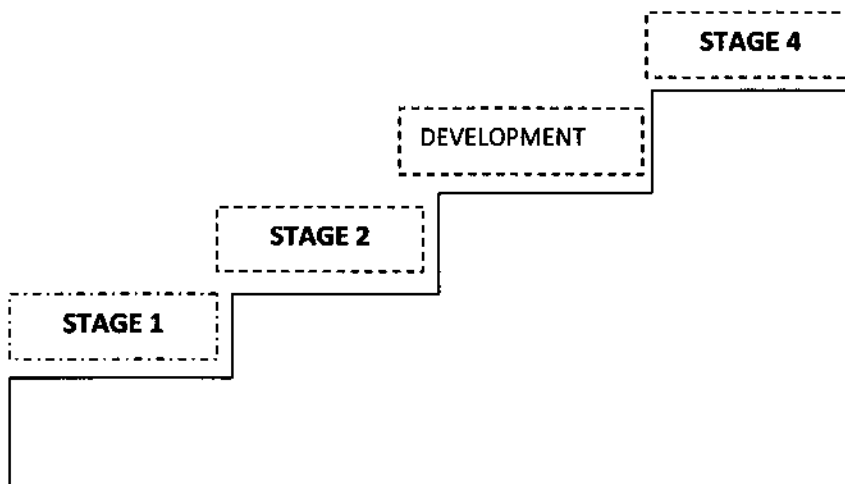
FIGURES Q4- TECHNOLOGY DEVELOPMENT MODEL

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