

# UNIVERSITI TUN HUSSEIN ONN MALAYSIA

## FINAL EXAMINATION SEMESTER II SESSION 2011/2012

| COURSE NAME      | : | TECHNOLOGY MANAGEMENT  |
|------------------|---|--|
| COURSE CODE      | : | BPA 21703/ BPA 2083  |
| PROGRAMME        | : | 1 BPA  |
| EXAMINATION DATE | : | JUNE 2012  |
| DURATION         | : | 3 HOURS  |
| INSTRUCTIONS     | : | <ol> <li>ANSWER ALL QUESTIONS</li> <li>ATTACH APPENDIX I TO YOUR<br/>ANSWER BOOKLET</li> </ol> |

### THIS QUESTION PAPER CONSISTS OF FOUR (4) PAGES

### CONFIDENTIAL

- Q1 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 development of sound strategies.
  - (a) Explain briefly :
    - (i) Strategy
    - (ii) Vision
    - (iii) Mission

(6 marks)

(b) List **FIVE** (5) steps in formulating technology strategy.

(5 marks)

- (c) Assuming that you are a technology manager at a manufacturing plant. You have four choices of manufacturing machine to be purchased. By using M-By-N matrix provided in **APPENDIX I**.
  - (i) Calculate the M-By-N matrix.
  - (ii) Propose which machine to be purchased.

(14 marks)

Q2 Technology planning is a central component of corporate business planning. It is needed at the corporate level and at the strategic business unit.

| (a) | Differentiate between strategizing and planning. | (9 marks)  |
|-----|--|------------|
| (b) | Discuss FOUR (4) technology forecasting methods. | (16 marks) |

- Q3 Few topics in technology management has undergone rapid changes in the past in organizing and organizational structure. Managers need to be careful in determining organizational designs that support and facilitate employees towards organization efficiency.
  - (a) List SIX (6) key elements to be considered in designing organizational structure of your company.

(6 marks)

(b) Explain the SIX (6) key elements to be considered in designing organizational structure of your company.

(19 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 an organization's strategies and planning effort.
  - (a) Explain **THREE (3)** methods in acquiring technology using appropriate examples.

(9 marks)

(b) Illustrate the stages of technology development.

(4 marks)

(c) Discuss the stages of technology development using appropriate examples.

(12 marks)

#### **END OF QUESTIONS PAPER**

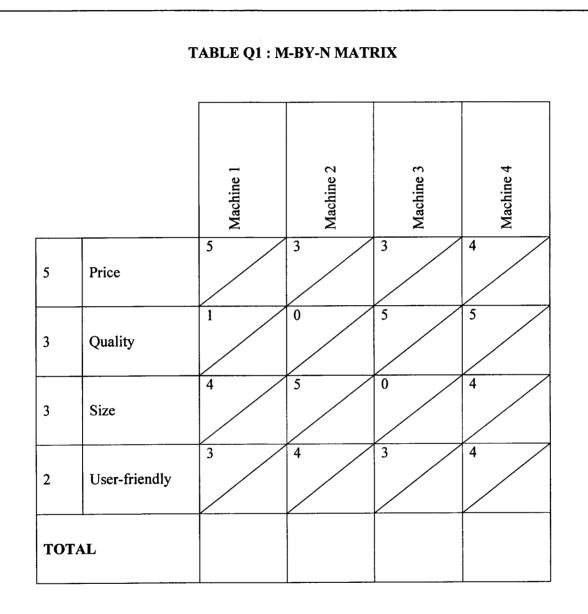
Appendix I



SEMESTER / SESSION : SEM II / 2011/2012 COURSE : MANAGEMENT OF TECHNOLOGY

PROGRAMME

: 1BPA COURSE CODE : BPA 21703/ BPA2803



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