

Total No. of Questions :5]

SEAT No. :

**P3838**

**[4870]-4020**

[Total No. of Pages : 2

**M.B.A.**

**SPECIALIZATION:TECHNOLOGY MANAGEMENT**

**(403 TM):Technology Competition and Strategy**

**(2013 Pattern ) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to candidates:*

- 1) *All question are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub-question.*
- 5) *Your answers should be specific and to the point.*
- 6) *Support your answers with suitable live examples.*
- 7) *Draw neat diagrams and illustrations supportive to your answer.*

**Q1) a)** Which are the major trends in the technology environment shaping the competitive domain? And how? **[10]**

OR

b) Explain the technological characteristics of competitive domains which influence the competition among the firms. **[10]**

**Q2) a)** What is Technology intelligence? What are the different levels of technology intelligence? What function do they serve? **[10]**

OR

b) Explain the steps involved in mapping the technology environment. How does technology intelligence vary with industry types like Capacity Driven, Consumer Driven and knowledge Driven? **[10]**

**Q3) a)** Explain the SWOT Matrix and explain the four types of strategies which can be formulated after SWOT Analysis. **[10]**

OR

b) What is meant by Strategy? Explain the business strategy and technology strategy. How do organizations become more competitive by linking technology strategies with business strategies? **[10]**

**P.T.O.**

**Q4)a)** What are the different stages for formulating Technology Strategy for a firm? [10]

OR

b) What are the different types of Technology Strategy? Explain the types with appropriate Examples. [10]

**Q5) a)** Why do firms collaborate? What are the different types of collaborative arrangements? [10]

OR

b) What is a collaborative arrangement? What are the different advantages of InterFirm collaboration for small and large firms? [10]

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