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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2013/2014**

COURSE NAME : TECHNOLOGY MANAGEMENT
COURSE CODE : BPA 21703
PROGRAMME : 1BPA/1BPB
EXAMINATION DATE : JUNE 2014
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

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- Q1** When technology reaches the market, it generates income. Technology under development has no real income-producing value. As technology develops, following recognized technology life cycle, market penetration occurs and so does market growth, expressed as market volume.
- (a) Illustrate a market growth diagram. (5 marks)
 - (b) Outline **SIX (6)** market growths at different stages of technology life cycle. (12 marks)
 - (c) Differentiate between Science Technology Push and Market Pull. (8 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 for successful strategy implementation and evaluation.
- (a) Illustrate Technology Planning Framework (8 marks)
 - (b) Describe **FOUR (4)** methods of technology forecasting. (12 marks)
 - (c) List **FIVE (5)** methods in strategy analysis and decision making. (5 marks)
- Q3** Organizations must be able to acquire required technologies and exploit their own technologies to remain competitive.
- (a) Discuss **FOUR (4)** methods for technology acquisition with examples. (20 marks)
 - (b) Illustrate stages of technology development. (5 marks)

Q4 Technology transfer is the process that permits the flow of technology from source to a receiver (Khalil, 2000).

(a) Outline **TWO (2)** general types of barriers to effective technology transfer as discussed by Steele (1989).
(5 marks)

(b) Discuss **FOUR (4)** forms of planned technology transfer channels with examples.
(20 marks)

-END OF QUESTION-

