



**UTHM**

Universiti Tun Hussein Onn Malaysia

**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

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

COURSE NAME : TECHNOLOGY MANAGEMENT  
COURSE CODE : BPA 21703  
PROGRAMME : 2BPA / 1BPB / 2BPB / 1BPC  
EXAMINATION DATE : DECEMBER 2013 / JANUARY 2014  
DURATION : 2 HOURS 30 MINUTES  
INSTRUCTION : ANSWER ALL QUESTIONS

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

- Q1** Technology is designed to satisfy societal or customer needs. Companies are formed to provide a structure and mechanism that facilitate the spinning out of technology to satisfy those needs through the formulation of technology strategy.
- (a) Define technology strategy. (2 marks)
  - (b) Outline **SEVEN (7)** steps of technology strategy formulation. (14 marks)
  - (c) Explain **THREE (3)** classifications of technology based on their relative importance to the company's activities as defined by Ford (1988). (9 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) List **FIVE (5)** processes used in technology planning. (5 marks)
  - (b) Describe **FIVE (5)** methods of technology forecasting. (10 marks)
  - (c) Explain the following terms in a technology audit model (TAM) with appropriate examples:
    - (i) Technology environment
    - (ii) Technology categorization(10 marks)
- Q3** Organizations must be able to acquire required technologies and exploit their own technologies to remain competitive.
- (a) Discuss **THREE (3)** methods for technology acquisition with examples. (15 marks)
  - (b) Describe **FOUR (4)** factors affecting the technology exploitation decisions based on Ford (1988). (10 marks)

**Q4** There are several channels of technology transfer, each with their own strengths and limitations.

(a) Discuss the strengths and limitations of **THREE (3)** channels of technology transfer.

(15 marks)

(b) For intrafirm technology transfer to be successful, infrastructure, including facilities, equipment and personnel must exist or be developed. Beruvides and Khalil (1990) suggest the setting up of transfer team to ensure the smooth communications regarding the transfer.

Describe **FIVE (5)** guidelines for setting up a transfer team.

(10 marks)

**-END OF QUESTION-**