UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER II
SESSION 2014/2015

COURSE NAME	:	TECHNOLOGY MANAGEMENT
COURSE CODE	:	BPA 21703
PROGRAMME	:	1BPA
EXAMINATION DATE	:	JUNE 2015/JULY 2015
DURATION	:	2 HOURS 30 MINUTES
INSTRUCTION	:	ANSWER **ALL** QUESTIONS

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

Q1 No transformation can take place in the complete absence of any four components of technology although their relative importance would vary depending on the nature of the activity.

(a) Define the following components of technology with an appropriate example.

(i) Technoware

(3 marks)

(ii) Humanware

(3 marks)

(iii) Orgaware

(3 marks)

(iv) Inforware

(3 marks)

(b) Explain **THREE (3)** components of Product Usage Inforware.

(6 marks)

(c) Identify the components and sub component of the technology as shown in **Figure Q1.**

(7 marks)

Q2 Organizations must be able to acquire required technologies and exploit their own technologies to remain competitive.

(a) Define Research and Development.

(2 marks)

(b) Discuss **THREE (3)** methods for technology acquisition with appropriate examples.

(15 marks)

(c) Differentiate between basic research and applied research.

(8 marks)

Q3 Transfer of technology is a process essential for the wide application and utilization of technology by one or more users.

(a) Define Technology Transfer.

(3 marks)

(b) Describe **FIVE (5)** success factors of technology transfer.

(10 marks)

(c) Outline **THREE (3)** technology transfer channels with appropriate examples.

(12 marks)

Q4 Accumulation of technological capabilities is a process of institutional learning. It must be reside in an enterprise and must not be diminished if an individual leaves the firm.

(a) Define Technology Capabilities with appropriate examples.

(4 marks)

(b) Discuss **THREE (3)** abilities that firm needs in order to compete in the market with examples.

(9 marks)

(c) Outline **THREE (3)** technological capabilities as proposed by Nazrul Islam (2013).

(12 marks)

-END OF QUESTION-

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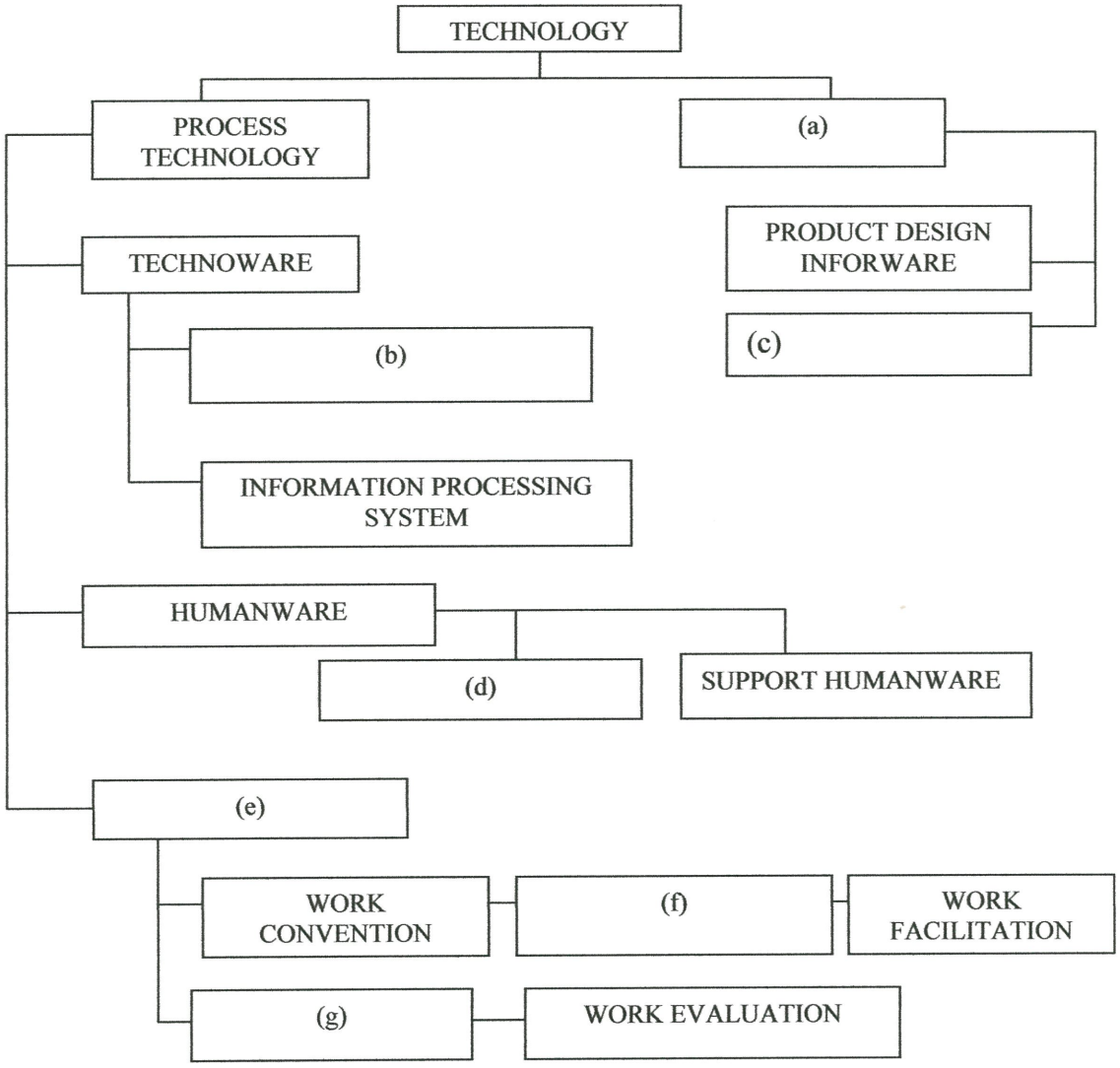

FIGURE Q1