



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2014/2015**

COURSE NAME : TECHNOLOGY MANAGEMENT
COURSE CODE : BPA 21703
PROGRAMME : 1 BPC/2 BPA/2 BPB
EXAMINATION DATE : DECEMBER 2014/JANUARY 2015
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

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

- 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 formulation of technology strategy.
- (a) Define strategy. (2 marks)
 - (b) Identify **FOUR (4)** core competencies for an organization. (4 marks)
 - (c) Explain **FIVE (5)** technology strategy analysis. (10 marks)
 - (d) Describe **THREE (3)** types of technology strategy. (9 marks)
- Q2**
- (a) List **TWO (2)** contributions of technology advancement towards competitiveness. (2 marks)
 - (b) Identify **TWO (2)** factors for achieving competitiveness in global market. (2 marks)
 - (c) Explain **FIVE (5)** current trends of production in global competitiveness with an appropriate examples. (15 marks)
 - (d) Explain **TWO (2)** strategies to attain competitive advantages that an organizations should consider. (6 marks)
- Q3** Technology planning is an important ingredient for organization to effectively use technology in their business operation. This will help them to minimize technology-related crisis, use staff time efficiently and avoid wasting of money on equipment.
- (a) Describe **FOUR (4)** technological planning levels. (8 marks)
 - (b) List **FIVE (5)** processes used in planning. (5 marks)
 - (c) Discuss **FOUR (4)** methods to forecast technology. (12 marks)

Q4 In the quest to keep up with the pace of technological change, organizations must be able to acquire needed technologies and exploit their own technologies.

- (a) Define technology acquisition. (3 marks)
- (b) Explain **TWO (2)** methods of acquiring technology with an appropriate examples. (6 marks)
- (c) Discuss **FOUR (4)** stages of technology development (16 marks)

-END OF QUESTION-