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Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2015/2016**

COURSE NAME : TECHNOLOGY MANAGEMENT
COURSE CODE : BPA 21703
PROGRAMME CODE : BPA
EXAMINATION DATE : JUNE/JULY 2016
DURATION : 2 HOURS AND 30 MINUTES
INSTRUCTION : ANSWER **ALL** QUESTIONS

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

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- Q1** (a) List **FOUR (4)** individual characteristics that enhance innovation initiative. (4 marks)
- (b) Prior to the development of Hydraulic shovels, NK Corporation an established manufacturer were focused on developing larger mechanical earth –moving equipment designed to move greater amount of earth. However, many customers were not interested in moving larger amount of earth as compared to a small company named JCB Corporation that introduces the first compact and flexible hydraulic shovel.
- Describe innovation disruptions faced by NK Corporation, based on the above case. (6 marks)
- (c) Differentiate between stage models and integrative models. (6 marks)
- (d) Discuss **THREE (3)** types of process innovation. (9 marks)
- Q2** (a) Compare between mission and vision statement. (6 marks)
- (b) Illustrate a Model for Strategy Development. (7 marks)
- (c) Discuss **THREE (3)** methods used in strategic analysis and decision making. (12 marks)
- Q3** (a) Discuss **THREE (3)** methods in acquiring technology using appropriate examples. (12 marks)
- (b) Differentiate between normative needs and comparative needs. (4 marks)
- (c) Describes **THREE (3)** stages of technology development. (9 marks)

Q4 (a) Define:

(i) Technology Transfer

(2 marks)

(iii) Receiver

(2 marks)

(b) Discuss **TWO (2)** stages in Technology Transfer process.

(8 marks)

(c) List **FIVE (5)** success factors of Technology Transfer.

(5 marks)

(d) Describe **TWO (2)** general types of barriers to effective Technology Transfer.

(8 marks)

-END OF QUESTIONS -