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UNIVERSITI TUN HUSSEIN ONNMALAYSIA

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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NOR KAMARIAH EINTI KAMARUDDIN tecturer ()epartment of Technology and Management acuty of Technology Management & Business usiversiti fun Hussein Onn Malaysia Q2

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)
(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)

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Q4	(a)	Define:		
		(i) 7	Technology Transfer	
		(iii) l	Receiver	(2 marks)
			(2 marks)	
	(b)	Discuss	TWO (2) stages in Technology Transfer process.	(8 marks)
	(c)	List FIV	VE (5) success factors of Technology Transfer.	(5 marks)
	(d)	Describe	e TWO (2) general types of barriers to effective Technology Transfe	er. (8 marks)

-END OF QUESTIONS -

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