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**UNIVERSITI TUN HUSSEIN ONN
MALAYSIA**

**FINAL EXAMINATION
SEMESTER I
SESSION 2011/2012**

COURSE NAME : TECHNOLOGY MANAGEMENT
COURSE CODE : BPA 21703
PROGRAMME : 2 BPB/2 BPC
EXAMINATION DATE : JANUARY 2012
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTIONS PAPER CONSISTS OF THREE (3) PAGES

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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 development of sound strategies.

- (a) Define strategy. (3 marks)
- (b) Explain **THREE (3)** important components in strategic management. (12 marks)
- (c) Describe a model for strategy development. (10 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.

- (a) List **FIVE (5)** processes used in technology planning. (5 marks)
- (b) Describe **FIVE (5)** characteristics of a good forecast. (10 marks)
- (c) Discuss **FOUR (4)** important components in Technology Audit Analysis. (10 marks)

Q3 In the quest to keep with the pace of technological change, organizations must be able to acquire needed technologies and exploit their own technologies. Decisions in this regard must be included in an organization's strategies and planning effort.

Prepare **FIVE (5)** methods in acquiring technology using appropriate examples. (25 marks)

Q4 The proper management of technology requires an organizational structure capable of fostering innovation and ensuring the effective use of technological assets. In the current environment of increased dependence on technology, organizations must be able to take advantage of change in technological progress for their competitive advantage.

Illustrate **FIVE (5)** design of organizations using appropriate examples.

(25 marks)

END OF QUESTIONS PAPER