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**UNIVERSITI TUN HUSSEIN ONN
MALAYSIA**

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

COURSE NAME : TECHNOLOGY MANAGEMENT
COURSE CODE : BPA 21703/ BPA 2083
PROGRAMME : 1 BPA
EXAMINATION DATE : JUNE 2012
DURATION : 3 HOURS
INSTRUCTIONS : 1. ANSWER ALL QUESTIONS
2. ATTACH **APPENDIX I** TO YOUR ANSWER BOOKLET

THIS QUESTION PAPER CONSISTS OF **FOUR (4)** 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) Explain briefly :
- (i) Strategy
 - (ii) Vision
 - (iii) Mission
- (6 marks)
- (b) List **FIVE (5)** steps in formulating technology strategy.
- (5 marks)
- (c) Assuming that you are a technology manager at a manufacturing plant. You have four choices of manufacturing machine to be purchased. By using M-By-N matrix provided in **APPENDIX I**.
- (i) Calculate the M-By-N matrix.
 - (ii) Propose which machine to be purchased.
- (14 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) Differentiate between strategizing and planning.
- (9 marks)
- (b) Discuss **FOUR (4)** technology forecasting methods.
- (16 marks)

Q3 Few topics in technology management has undergone rapid changes in the past in organizing and organizational structure. Managers need to be careful in determining organizational designs that support and facilitate employees towards organization efficiency.

- (a) List **SIX (6)** key elements to be considered in designing organizational structure of your company.
- (6 marks)
- (b) Explain the **SIX (6)** key elements to be considered in designing organizational structure of your company.
- (19 marks)

Q4 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.

- (a) Explain **THREE (3)** methods in acquiring technology using appropriate examples. (9 marks)
- (b) Illustrate the stages of technology development. (4 marks)
- (c) Discuss the stages of technology development using appropriate examples. (12 marks)

END OF QUESTIONS PAPER

FINAL EXAMINATION

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TABLE Q1 : M-BY-N MATRIX

		Machine 1	Machine 2	Machine 3	Machine 4
5	Price	5	3	3	4
3	Quality	1	0	5	5
3	Size	4	5	0	4
2	User-friendly	3	4	3	4
TOTAL					