



**UNIVERSITI TUN HUSSEIN ONN
MALAYSIA**

**FINAL EXAMINATION
SEMESTER I
SESSION 2009/2010**

SUBJECT NAME : TECHNOLOGY MANAGEMENT

SUBJECT CODE : BPA 2083

COURSE : 1 BPA/2 BPA/2BPC/2BPD

EXAMINATION DATE : NOVEMBER 2009

DURATION : 2 HOURS 30 MINUTES

**INSTRUCTION : PART A
ANSWER ALL QUESTIONS**

**PART B
ANSWER ONE QUESTION ONLY OUT
OF THREE QUESTIONS**

THIS QUESTION PAPER CONTAINS OF 4 PAGES

PART A (60 marks)

Q1 A technological enterprise life cycle can be divided into emergence, diffusion, development, and maturity.

Define the *S-curve concept* in an illustration.

(5 marks)

Q2 Innovation could be a new product in a manufacturing organization or a new service in a service organization. The rate of adoption of an innovation by members of a social system is dependent on the several factors.

Discuss **TWO (2)** of the factors.

(4 marks)

Q3 Define:

- (a) 'Strategy'.
- (b) Business Strategy
- (c) Technology Strategy

(3 marks)

Q4 Strategic management is a process consisting of few important and interrelated components.

Describe **TWO (2)** of the components.

(4 marks)

Q5 The purpose of business strategy is to gain a sustainable economic advantage whilst the purpose of technology strategy is to gain a sustainable technological advantage that provides a competitive edge

Discuss how technology and business strategies can be linked.

(6 marks)

- Q6 Define:
- (a) Technology Transfer
 - (b) Technology Audit
- (4 marks)
- Q7 Technology Planning is essential for successful strategy implementation and evaluation.
- List the processes involved in technology planning.
- (6 marks)
- Q8 List **FOUR** (4) characteristics of a good forecast.
- (4 marks)
- Q9 Describe **THREE** (3) categories of technology transfer.
- (6 marks)
- Q10 Technology is intangible. It flows easily across boundaries of countries, industries, departments or individual.
- Describe **TWO** (2) types of channels that allow the flow of technology.
- (6 marks)
- Q11 The process of technological innovation is a complex set of activities that transforms ideas and scientific knowledge into physical reality and real world applications.
- Discuss **THREE** (3) stages of technological innovation.
- (6 marks)
- Q12 Management of technology (MOT) has introduced several guiding principles for managing modern enterprises.
- Describe **THREE** (3) of the new paradigms.
- (6 marks)

PART B (20 marks)

Q13 The formulation of a strategy requires a core and operating units to execute the strategy.

Discuss a model for strategy development using an illustration.

(20 marks)

Q14 Technology audit model (TAM) that includes important areas to be considered in a technology audit has been developed in 1996.

(a) List **THREE (3)** objectives of this model.

(3 marks)

(b) (i) Explain **SIX (6)** categories of this model.

(12 marks)

(ii) List **FIVE (5)** examples of the elements in the model.

(20 marks)

END OF QUESTION PAPER