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| **SESSION** | **FEB MARCH-24** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **III** |
| **COURSE CODE & NAME** | **DITF303-TECHNOLOGY MANAGEMENT** |
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**Assignment Set – 1**

**1. Discuss the scope of technology management in today’s business environment. What is the process framework for developing any product?**

**Ans 1.**

**Scope of Technology Management in Today's Business Environment**

Technology Management (TM) involves the planning, development, implementation, and evaluation of technological capabilities to shape and accomplish the strategic and operational objectives of an organization. In today’s fast-paced and technology-driven business environment, the scope of technology management is broader and more integral than ever before.

**Enhancing Competitive Advantage**

One of the primary scopes of technology management is to enhance an organization's competitive advantage. This involves leveraging technology not only to improve existing

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**2. What are the different types of technology acquisitions, Explain the joint venture in detail with the help of an example.**

**Different Types of Technology Acquisitions**

Technology acquisitions are strategic moves by companies to obtain advanced technologies, enhance their product offerings, increase market reach, and achieve competitive advantage. These acquisitions can take various forms, each suited to different strategic needs and organizational capabilities.

**Direct Acquisition**

This is the straightforward purchase of a technology company or its intellectual properties. This method allows a company to immediately gain access to new technologies and

**3. Differentiate among technology adoption, absorption, and diffusion. Discuss how a product can be made highly adaptable.**

**Differentiation among Technology Adoption, Absorption, and Diffusion**

**Introduction to Technology Integration Concepts**

Understanding the concepts of technology adoption, absorption, and diffusion is crucial for businesses looking to effectively integrate new technologies. These terms, while related, describe different aspects of the technology integration process.

**Technology Adoption**

Technology adoption refers to the initial decision to use a new technology. This is the first

**Assignment Set – 2**

**4. What is the purpose of technology evaluation during acquisition? Give a detailed example to support the instance.**

**Purpose of Technology Evaluation During Acquisition**

Technology evaluation during acquisition is a critical process that organizations undertake to assess the viability, benefits, and risks associated with acquiring new technology. This evaluation is fundamental in ensuring that the technology aligns with the strategic goals of the organization and provides the expected value.

**Risk Assessment**

One primary purpose of technology evaluation is to identify potential risks associated with the technology. This includes technical risks, such as integration challenges and compatibility

**5. How does the government play an important role in technology development? How is sustainability becoming a major guideline in the industrial environment?**

**Ans 5.**

**Government's Role in Technology Development**

Governments around the world play a pivotal role in the development and dissemination of technology through multiple channels. Firstly, they are critical financiers of research and development (R&D), particularly in high-risk sectors and fundamental research that might not have immediate commercial applications but are essential for long-term technological advancements. This support often comes in the form of grants, subsidies, or tax incentives directed towards universities, research institutes, and private enterprises working on

**6. Discuss a summary of how technology has evolved within an organization and examine the significant factors that have shaped its development.**

**Ans 6.**

The evolution of technology within organizations over the decades reflects a dynamic interplay of innovation, strategic vision, and market demands. Initially, technology in organizations was limited to basic mechanical tools and simple manual processes. However, the introduction of computers in the mid-20th century marked a significant leap, bringing data processing and information management capabilities that transformed business