

Roll No.

23220

**M. Tech. 2nd Semester
(Print & Graphic Communication)
Examination – January, 2012**

TECHNOLOGY MANAGEMENT

Paper : PTL-724

Time : Three Hours]

[Maximum Marks : 100

Before answering the question, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Attempt any *five* questions selecting at least *one* question from each Unit. All questions carry equal marks.

UNIT – I

Note : Draw neat diagrams if required.

1. Throw light on Technology Management & its various aspects. 20

23220- 100 -(P-2)(Q-8)(12)

P. T. O.

2. Comment on Strategic Alliance. What is Technology Transfer ? 20

UNIT – II

3. What is IPR (Intellectual Property Rights) ? Also discuss Radical Platform. 20
4. How would you compare the various types of R & D projects ? 20

UNIT – III

5. How team work is helpful in Printing Industries ? How output is enhanced through team-work ? 20
6. Explain the detailed procedure for recruitment & retention of scientists & technocrats. 20

UNIT – IV

7. "Technology is helpful in Managerial effectiveness." Justify the statement. 20
8. Write a detailed note on "Venture Capital" & various aspects related with it. 20