

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Summer 2022-23 Examination**

**Semester: 6**  
**Subject Code: 06101389**  
**Subject Name: Technology Management -II**

**Date: 01/04/2023**  
**Time: 10.30am to 1.00pm**  
**Total Marks: 60**

**Instructions**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 Do as Directed.****A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark) 05**

1 \_\_\_\_\_ is a process of evaluating the likely environmental impacts of a proposed project or development, considering inter-related socio-economic, cultural and human-health impacts, both beneficial and adverse.

- |  |                               |
|--|-------------------------------|
| A. Environmental Impact Assessment (EIA) | B. Environment Protection     |
| C. Social Environment                    | D. Socio-cultural integration |

2 \_\_\_\_\_ innovation is the concept of growing or improving a company by making a series of minor improvements to existing products, services, processes, and tools.

- |                             |                           |
|-----------------------------|---------------------------|
| A. Radical Innovation       | B. Incremental Innovation |
| C. Technological Innovation | D. Social Innovation      |

3 Technology \_\_\_\_\_ refers to the acquisition, development, assimilation, and utilization of technological knowledge and capability by a firm from an external source.

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|---------------|--------------|
| A. Innovation | B. Diffusion |
| C. Absorption | D. Adoption  |

4 Technological \_\_\_\_\_ is defined widely as the process by which the market for a new technology change over time and from which production and usage patterns of new products and production processes result.

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|---------------|--------------|
| A. Innovation | B. Adoption  |
| C. Absorption | D. Diffusion |

5 \_\_\_\_\_ refers to a type of software that organizations use to manage day-to-day business activities such as accounting, procurement, project management, risk management and compliance, and supply chain operations.

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|--------|--------|
| A. ERP | B. MRP |
| C. TQM | D. TQC |

**B). Define the following. (Each of 1 mark) (05)**

1. What is the automation?
2. What do you mean by technology?
3. What is MIS?
4. What is innovation?
5. What is technology adoption?

**C). Direct questions. (Each of 1 mark) (05)**

- 1 What is technology Absorption?
- 2 What is the diffusion of technology?
- 3 What is technology adaption?
- 4 What is adopting new technology?
- 5 What is autonotation?

**Q.2 Answer the following questions.**

**A). Why is technology adoption important? (07)**

**B). How does Technology Adoption Work? (08)**

**Q.3 Answer the following questions.**

**A).** How can businesses leverage the Technology Adoption lifecycle? **(07)**

**B).** What are the technology adoption lifecycle stages? **(08)**

**Q.4 Attempt any two questions. (Each of 7.5 mark) (15)**

**1** What is the importance of automation and its benefits? explain with examples

**2** How is the experience of Indian industries in technology absorption efforts, explain with examples?

**3** Explain the Importance of the acquisition of technology and what are the ways it can be acquired?

**4** Why should companies focus on the Adoption of new technology?