

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT STUDIES**  
**BBA Winter 2023-24 Examination**

**Semester: 5**  
**Subject Code: 06101339**  
**Subject Name: Technology Management I**

**Date: 18/10/2023**  
**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.

<b>Q.1 Do as Directed.</b>		<b>CO</b>	<b>PO</b>	<b>BTL</b>
<b>A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark)</b>	<b>(05)</b>			
1. A ..... is used as general term that refer to the movement of information from one location to another location electronically.		<b>1</b>	<b>1</b>	<b>1</b>
a) Data communication	c) An optical network			
b) Wide area network	d) Sales force survey			
2. Which of the following technique is used for forecasting?		<b>5</b>	<b>4</b>	<b>1</b>
a) Exponential Smoothing	c) Gantt Chart			
b) Control Chart	d) PERT/CPM			
3. Low interaction and customization at service results into .....		<b>5</b>	<b>4</b>	<b>1</b>
a) Respond to customer intervention	c) Systematic training			
b) Formalize and standardize skill	d) Managing demands			
4. Low labor intensity at services requires having scheduling of equipment and		<b>5</b>	<b>4</b>	<b>1</b>
a) Coordinating dispersed activities	c) Technological Advances			
b) Manage mechanistic structure	d) Skill development			
5. A network of linked computers that covers a wide geography area is				
a) DLAN	c) WAN	<b>4</b>	<b>5</b>	<b>1</b>
b) WWW	d) LAN			
<b>B). Define the following. (Each of 1 mark)</b>	<b>(05)</b>			
1. DELPHI Method		<b>5</b>	<b>1</b>	<b>2</b>
2. Network		<b>4</b>	<b>4</b>	<b>2</b>
3. Acquisition		<b>4</b>	<b>4</b>	<b>2</b>
4. Technology		<b>4</b>	<b>4</b>	<b>2</b>
5. MIS		<b>5</b>	<b>1</b>	<b>2</b>
<b>C). Direct questions.(Each of 1 mark)</b>	<b>(05)</b>			
1. Define Innovation process		<b>6</b>	<b>1</b>	<b>2</b>
2. What is Office Automation?		<b>4</b>	<b>1</b>	<b>2</b>
3. S-Curve		<b>2</b>	<b>1</b>	<b>1</b>
4. Objective of India technology policy		<b>4</b>	<b>1</b>	<b>1</b>
5. What is ERP?		<b>1</b>	<b>1</b>	<b>4</b>
<b>Q.2 Answer the following questions.</b>				
<b>A). State the importance of technology management in business?</b>	<b>(07)</b>	<b>2</b>	<b>5</b>	<b>5</b>
<b>B). Explain prominent stages of technology life cycle.</b>	<b>(08)</b>	<b>3</b>	<b>2</b>	<b>2</b>
<b>Q.3 Answer the following questions.</b>				
<b>A). Describe any (5) IT systems in Business Organization.</b>	<b>(07)</b>	<b>1</b>	<b>1</b>	<b>2</b>
<b>B). Explain in detail features or characteristics of Management technology.</b>	<b>(08)</b>	<b>1</b>	<b>1</b>	<b>2</b>
<b>Q.4 Attempt any two questions. (Each of 7.5 mark)</b>	<b>(15)</b>			
1. State What State of Art technology is.		<b>1</b>	<b>1</b>	<b>2</b>
2. How does technology impact our society.		<b>3</b>	<b>1</b>	<b>4</b>
3. Describe different issues in management technology.		<b>4</b>	<b>5</b>	<b>5</b>
4. What is technology plan.		<b>2</b>	<b>4</b>	<b>5</b>