



PG – 881

**IV Semester M.B.A. Degree Examination, July 2017
(CBCS Scheme)
MANAGEMENT**

4.7.1 : Technology and Innovation

Time : 3 Hours

Max. Marks : 70

Instruction : Answer all Sections.

SECTION – A

Answer **any five** of the following questions. **Each** question carries **5** marks. **(5×5=25)**

1. What is the growing importance of innovations in business ?
2. Explain the characteristics of technology.
3. Discuss the sources of technology.
4. Write about the policy imperatives.
5. Explain the framework for technology strategy.
6. What is technology business incubation ? Explain.
7. Distinguish between technology and business strategies.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **10** marks. **(3×10=30)**

8. Explain the importance and recent developments in technological environment.
9. Distinguish between technology development and competition.
10. Discuss the Government policy imperatives for technology up-gradation.
11. What are the issues and constraints of SMEs technology strategy ?

P.T.O.



SECTION - C

Compulsory question :

12. Case study :

(1×15=15)

Sunshine foods, was started by Sunil in the year 2010, after he completed his degree in catering. He began sunshine foods, with a initial investment of rupees fifty thousand to market ready-to-cook food items. Because of his professional knowledge and contacts he was able to establish and by the year 2013, his business had a turnover of rupees ten lakhs.

During the same time, he was thinking of expanding his market : both in area i.e., coverage of the other two States in south viz., Tamil Nadu and Kerala and also add products i.e., spices and pickles. He was on a look out for a capable person. Incidentally, he met his college mate from Tamil Nadu who had been with him in hostel during his catering course at Vijayawada, by name Satish. After discussing his plans Sunil offered Satish a job as a Manager Sales. Very soon after Satish took over, because of his twelve percent, and sales increased to rupees twenty lakhs within a year. Seeing the growth, Sunil discussed his plan of expanding by establishing another unit at Tamil Nadu with Satish, in the year 2014. However, Satish did not show much interest. Sunil had plans of making him general manager, i.e., overall in-charge of the new unit and offering him twenty five percent of profit.

When Satish did not show keenness, Sunil tried to find out the reason. He came to know that Satish, had got an offer from his competitor seafoods, on a equal profit sharing basis. At present, Satish has not accepted it. But Sunil fears that next lucrative offer may take Satish away from sunshine foods.

Since sunshine food is expanding in Tamil Nadu adding products, it cannot afford to lose him. But what is the guarantee that Satish will continue ?

Questions :

- 1) How will Sunil retain Satish ?
 - 2) What are the ways to ensure Satish does not accept the next lucrative offer ?
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