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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

BBA

SEM: IV - THEORY EXAMINATION (2025 - 2026)

Subject: Management of Technology, Innovation and Change

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- | | | |
|-------|--|---|
| (1.1) | Recognize a characteristic feature of incremental innovation. (CO1,K1) | 1 |
| | (a) Continuous small improvements to existing products | |
| | (b) Creation of an entirely new market category | |
| | (c) Complete overhaul of a manufacturing system | |
| | (d) Introduction of a novel business model | |
| (1.2) | Public sector innovation focuses on: (CO2,K1) | 1 |
| | (a) Service delivery | |
| | (b) Profit | |
| | (c) Export | |
| | (d) Branding | |
| (1.3) | Indigenous technology promotes: (CO3,K1) | 1 |
| | (a) Self-reliance | |
| | (b) Dependence | |
| | (c) Imports | |
| | (d) Delay | |
| (1.4) | Lean environment focuses on: (CO4,K1) | 1 |
| | (a) Waste reduction | |
| | (b) Profit only | |
| | (c) Cost increase | |
| | (d) Delay | |
| (1.5) | IPR refers to: (CO5,K1) | 1 |

- (a) Industrial Property Rights
- (b) Intellectual Property Rights
- (c) Internal Property Rights
- (d) International Property Rights

2. Attempt all parts:-

- | | | |
|-------|---|---|
| (2.1) | List any four key drivers of innovation. (CO1,K1) | 2 |
| (2.2) | Name two barriers to diffusion of innovation within an organization. (CO2,K1) | 2 |
| (2.3) | Distinguish between a balanced technology portfolio and an unbalanced one. (CO3,K2) | 2 |
| (2.4) | Describe the concept of adaptation of technology. (CO4,K2) | 2 |
| (2.5) | Elaborate how new R&D approaches differ from traditional R&D models. (CO5,K2) | 2 |

SECTION-B

15

3. Answer any three of the following:-

- | | | |
|-------|--|---|
| (3.1) | Discuss the key drivers of innovation within the current competitive global market. (CO1,K2) | 5 |
| (3.2) | Discuss how innovation improves transparency, efficiency, and decision-making in governance. (CO2,K2) | 5 |
| (3.3) | Discuss the critical factors required for effective management of technology and innovation in organizations. (CO3,K2) | 5 |
| (3.4) | Evaluate the role of a lean environment in promoting innovation and organizational efficiency. (CO4,K5) | 5 |
| (3.5) | Explain the patent system and its importance in protecting intellectual property with suitable examples. (CO5,K2) | 5 |

SECTION-C

30

4. Answer any one of the following:-

- | | | |
|-------|---|---|
| (4.1) | Discuss in detail the various types and levels of innovation. Use appropriate diagrams or frameworks to support your answer. (CO1,K2) | 6 |
| (4.2) | Examine the relationship between absorptive capacity and a firm's ability to innovate. Suggest measures to enhance absorptive capacity in a low-tech industry. (CO1,K4) | 6 |

5. Answer any one of the following:-

- | | | |
|-------|--|---|
| (5.1) | Analyze the role of leadership in fostering innovation and creativity within an organization. (CO2,K4) | 6 |
| (5.2) | Discuss the role of innovation in transforming the education sector with suitable examples. (CO2,K2) | 6 |

6. Answer any one of the following:-

- | | | |
|-------|--|---|
| (6.1) | Discuss the technology portfolio approaches used by modern organizations for strategic decision-making and innovation management. (CO3,K2) | 6 |
| (6.2) | Analyze the major challenges faced in technology selection in developing economies with suitable examples. (CO3,K4) | 6 |

7. Answer any one of the following:-

- | | | |
|---|---|---|
| (7.1) | Critically analyze the concept of open innovation in the global business environment with suitable examples.(CO4,K4) | 6 |
| (7.2) | Evaluate the diffusion of digital technologies in India and its impact on economic and social development. (CO4,K5) | 6 |
| 8. Answer any <u>one</u> of the following:- | | |
| (8.1) | Discuss the objectives, features, and impact of the National Technology Policy in India. (CO5,K2) | 6 |
| (8.2) | Examine the impact of the TRIPS Agreement on developing countries with reference to intellectual property rights and economic development. (CO5,K4) | 6 |

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