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

MBA (Integrated)

SEM: VII - THEORY EXAMINATION (2025 - 2026)

Subject: Management of Technology, Innovation & 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-a. Innovation involves turning new concepts into. (CO1, K1) 1
- (a) Idea generation only
- (b) Commercial success or widespread use
- (c) User testing only
- (d) Market research only
- 1-b. Innovation management coordinates. (CO2, K2) 1
- (a) Ad-hoc creativity
- (b) strategy, people, processes, metrics
- (c) Finance-only oversight
- (d) HR policy updates
- 1-c. Strategic aspect that ensures technology aligns with business goal is (CO3, K1) 1
- (a) Technology Portfolio
- (b) Technology Audit
- (c) Technology Roadmap
- (d) Technology Forecasting
- 1-d. The primary goal of open innovation in organizations is (CO4, K1) 1
- (a) To restrict external collaboration
- (b) To accelerate innovation using internal and external ideas
- (c) To eliminate R&D efforts
- (d) To reduce market competition
- 1-e. The core strategic role of R&D in sustaining competitive advantage is (CO5, K1) 1

- (a) Outsourcing all engineering work
- (b) Maximizing short-term sales only
- (c) Eliminating experimentation
- (d) Generating novel products and processes

2. Attempt all parts:-

- 2.a. Illustrate the role of creativity as a foundation for innovation (CO1, K2) 2
- 2.b. Explain the purpose of innovation management frameworks in aligning vision, portfolio, and governance (CO2, K2) 2
- 2.c. Explain strategic importance of technology alignment with business goals (CO3, K2) 2
- 2.d. Analyze the significance of open innovation in accelerating product development (CO4, K4) 2
- 2.e. Analyze the significance of R&D in sustaining competitive advantage (CO5, K4) 2

SECTION-B

15

3. Answer any three of the following:-

- 3-a. Analyze the impact of innovation on organizational performance and competitiveness (CO1, K4) 5
- 3-b. Analyze the components of a robust innovation management framework and justify their interplay for governance and culture (CO2, K4) 5
- 3.c. Evaluate strategic aspects of technology in organizational competitiveness (CO3, K5) 5
- 3.d. Evaluate the advantages and limitations of open innovation for Indian firms (CO4, K5) 5
- 3.e. Critically evaluate the advantages and limitations of integrating R&D with corporate strategy (CO5, K5) 5

SECTION-C

30

4. Answer any one of the following:-

- 4-a. Critically evaluate the strategic importance of innovation for long-term organizational growth (CO1, K5) 6
- 4-b. Assess the role of leadership and organizational culture in shaping innovation outcomes (CO1, K5) 6

5. Answer any one of the following:-

- 5-a. Provide and evaluative, end-to-end innovation management framework, detailing governance, portfolio, culture, and metrics integration in an organization (CO2, K5) 6
- 5-b. Assess diffusion strategies using relative advantage, compatibility, and targeted communication to accelerate adoption (CO2, K5) 6

6. Answer any one of the following:-

- 6-a. Critique the strategic aspects of technology for sustainable advantage (CO3, K5) 6
- 6-b. Design a business approach for leveraging technology trends in business strategy (CO3, K6) 6

7. Answer any one of the following:-

- 7-a. Assess the process of technology transfer and its strategic implications in light of a paradigm change in technological changes and its pace (CO4, K5) 6
- 7-b. Analyze the role of open innovation in shaping competitive advantage (CO4, K4) 6
8. Answer any one of the following:-
- 8-a. Analyze the role of R&D in shaping long-term corporate strategy in today's dynamic and competitive world (CO5, K4) 6
- 8-b. Discuss the strategic importance of intellectual property in global innovation and development (CO5, K2) 6

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