



GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2019 -21)

MID TERM EXAMINATIONS (TERM - IV)

Academic Session- 2020-21

Subject Name : Management of Technology Innovation and Change

Time: 01.30 hrs

Sub. Code: PG 22

Max Marks: 20

Note:

1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.

2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.

SECTION - A

04+04 = 08 Marks

Q. 1: Case Study:

The Universal Foods and Drinks Limited (UFDL) is a company manufacturing different types of packaged foods and drinks, the product range consists of more than 50 items and 200 packaging units. The company's products are popular throughout the country and the company is known for its quality products.

UFDL has processing plants in the various parts of the country. It has a wide network of distributors and dealers, who stock UFDL products and deal with all types of customers. The company, through this network, reaches to over one lakh retail points in the urban and rural markets.

Some products of the UFDL are produced throughout the year and sold through this wide network. Some products are seasonal in production but are sold throughout the years. And some products are popular in certain seasons and not in demand at all in other seasons.

The business performance of the company is assessed as good, if the UFDL produces products as per the varying demand pattern of the customers. Since, the company has established its strength in the distributor dealer network the success comes through the appropriate decisions in the purchase of fruits, vegetables, cereals and pulses and putting them through processing and packaging and dispatching them to various locations where the distributors are located.

It is the policy of the company to launch each year one new products in the country. This policy has paid rich dividends to the company in terms of its image and the customers have always looked forward for such an announcement from the company's end. The UFDL uses, well in advance, different advertising media such as the newspapers, magazines, sample tests and demos, T.V. etc. for announcing and promotion of its new products from time to time. However, the selection of media is based on the product and its overall position in the product range and the targeted market segment.

In spite of considerable strength in many aspects of business, the company has failed in the launching of new products. It was not able to meet the demand owing to the inadequate purchase of raw materials, the wastage of the raw materials as the processing plant of the company was not available due to its maintenance schedule or it was scheduled for some other food processing operation. The company also faces the problems of high seasonal inventory which, if not disposed at its time, becomes a non-moving and sometimes and sometimes a non-saleable inventory. The UFDL has its Marketing Division headed by a manager-marketing supported by the Product Manager for a group of its products.

Questions:

Q. 1 (A) Discuss the different kinds of new technological supports that UFDL requires to avoid failure in launching of new products?

Q. 1 (B) Suggest the suitable modes of technology acquisition, technology management and change to improve business.

SECTION - B

02×03 = 06 Marks

- Q. 2: Discuss the Purpose of Technology Forecasting and Delphi Technique.
Q. 3: Elaborate the technology Life cycle with two examples.
Q. 4: Describe the application of Kurt Lewin Model of change in modern corporate

SECTION - C

03×02 = 06 Marks

- Q. 5. Consider some new technology or process you have been involved with in the last two or three years. What issues affected you as an individual? What factors enabled you to be successful in adapting to the new process?
Q. 6. What type of information would you need to collect and execute to deal with change initiatives in organization as a change leader?

Note: Font: Times New Roman, Font size: 12.