

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2022-23)
END TERM EXAMINATION (TERM -V)

Subject Name: **Management of Technology, Innovations and Change**

Time: **02.30 hrs**

Sub. Code: **PG53**

Max Marks: **40**

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 marks each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

Kindly write the all the course outcomes as per your TLEP in the box given below:

<p>CO1- Understand foundation for understanding technology and its life cycle are forcing organizational change in the business landscape</p> <p>CO-2- Apply of the types and scale of disruptions happening due to technological innovations</p> <p>CO-3- Able to relate the principles of technology, innovations and change with practical examples from the business landscape</p> <p>CO-4- Able to apply and scan the industries and organizations impacted by the change happening due to technology and innovation.</p>
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SECTION - A

Attempt all questions. All questions are compulsory.

1×5 = 5 Marks

Questions	CO	Bloom's Level
<p>Q. 1: (A). Mention the importance of managing technology.</p> <p>Q. 1: (B). Define frugal Innovation with suitable examples.</p> <p>Q. 1: (C). Differentiate between component knowledge and system knowledge.</p> <p>Q. 1: (D). Distinguish between lateral thinking and literal thinking.</p> <p>Q. 1: (E). Point out the significance of Leadership in change management.</p>	CO1	L2

SECTION – B

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)

7 x 3 = 21 Marks

Questions	CO	Bloom's Level
<p>Q. 2: (A). Discuss the conceptual framework of Management of Technology. Also define the role of CTO in brief.</p> <p style="text-align: center;">Or</p> <p>Q. 2: (B). Discuss the reasons in detail concerned about technology acquisition in present business scenario in organization.</p>	CO2	L3
<p>Q. 3: (A). Consider some new technology or process you have been involved with in the last two or three years. What factors enabled you to be successful in adapting to the new process?</p> <p style="text-align: center;">Or</p> <p>Q. 3: (B). Illustrate the technology Life cycle considering the examples from</p>	CO3	L3

<p>office Automation.</p> <p>Q. 4: (A). Discuss Lewin’s Change Management Model with practical step to be taken in all the stages as change leader.</p> <p style="text-align: center;">Or</p> <p>Q. 4: (B). Discourse the impact of E-Business in Retail Sector with respect to major investment and market entrants.</p>	CO2	L3
<p><u>SECTION - C</u></p> <p>Read the case and answer the questions 7×02 = 14 Marks</p>		
Questions	CO	Bloom’s Level
<p>Q. 5: Case Study:</p> <p>In a study commissioned by the associated Chambers of Commerce and industry of India (ASSOCHAM) in July 2015 brought of several alarming facts of rising incidents of fraud in banking and financial sectors. The industry body ASSOCHAM estimated that financial fraud is leading to a whopping 20 billion USD losses every year and the actual numbers may be still higher. This is acting as a restraint to increase in FDI inflow into India. The report opines that the new technologies adopted by the financial institutions are making them increasingly vulnerable to the various risks such as phishing, identity theft, card skimming, viruses and Trojans, spyware, website cloning and cyber stalking. PwC Global Economic Crime survey 2014 pointed that cyber-crime reported in organizations around the world including India. According to the Norton Report of 2013 India ranked amongst the top 5 countries in term of cyber-crimes such as ransom-ware, identity theft and phishing attacks. If we account for black money, then the total amount of illicit money out of India raised to 28 lakh crore INR from 2003 to 2012. Minister of Communication and IT, Government of India, cyber fraud cases worth 497 crore INR have been reported by RBI and CBI since 2011. Even National Crime Records Bureau Statics shows that the total number of cases of cyber-crime registered in India in 2013 rose to 4356 and total number of arrests made were 2098. An analysis revealed that 80% of all fraud cases were valued for less than 1 lakh rupees. Incidentally, frauds worth 11,022 crore INR were unearthed in public sector banks in India between April-December 2014, 2100 cases of fraud were reported to RBI.</p> <p>Expert opines that the only way to fight the fraud is to follow and adopt new and up to date technology. Organizations can prevent fraud by methodically accumulating and quickly analyzing large amount of data to identify any symptoms of potential fraud. Organizations must have regularly risk assessment to determine potential hazards and the likely outcomes. After which the mitigation plan for the potential loss and probability of occurrence is worked out. Wherever human beings are involved, background checks are the good idea. Some of the tools and methods used in cybercrime preventions are Data analytics, Behavioral analytics, Deep learning and conducting regular internal audits.</p> <p>Questions:</p> <p>Q. 5: (A). Critically analyze the case and put forward your point related to the use of IT in banking sector will ultimately slow down the cashless economy drive</p>	CO4	

due to cyber-crime.

Q. 5: (B). Assess the challenges faced by the technology adoption in traditional businesses in Indian context.

Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	5 Marks
CO2	14 Marks
CO3	7 Marks
CO4	14 Marks

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering

L2= Understanding

L3= Apply

L4= Analyze

L5= Evaluate

L6= Create