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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2023-24)
MID TERM EXAMINATION (TERM -V)**

Subject Name: **Managing Technology and Innovation Management**

Time: **01.00 hrs**

Sub. Code: **PG53**

Max Marks: **20**

Use-Case Section (All Questions are Compulsory)

Read the following use-case carefully and tick the right answer on Vmedulife LMS:

When a new product, process or idea first appears, different consumers adopt it at different time periods. This is shown by S -curve of diffusion. Four major areas emerge: Emergence, rapid growth, slow growth and maturity. During diffusion, its users modify a technology. This reinvention could be due to difficulty of information transfer to users, flexibility of use of complex technologies, discovery during applications not initially intended, and local pride of ownership. Both technology substitution and bandwagon effects are key to unlocking the diffusion potential of an innovation.

Decision-making process during adoption is a five-step process: awareness, attitude, decision, implementation and confirmation. Characteristics of adopters shift over the S curve because of differences in decision-making process. Five groups may be identified -innovators, early adopters, early majority, late majority, and laggards. Implementation stage is crucial in organizations due to resistance from the current organization.

Speed of diffusion depend on attributes of innovation, community effects, and population characteristics. Community effects may affect from prior technology drag, irreversible investments, sponsorship or expectations. Then there is also communication pattern within population and opinion leadership. It may affect the speed of diffusion. Pattern is more important.

From a practical point of view, managers of technology involved in new product or process introductions should create feedback mechanisms for marketing strategy formulation. Managers should be careful about implementation. Managers should recruit sponsors and opinion leaders to cross resistance from entrenched players in the market. XYZ decides to utilize the “P” platform providing an integrated communication platform for all the ERPs, CRMs and other operations dashboards used in the organization.

These dashboards not only make communication clear to all the employees of the organization but also keep transparency with the external stakeholders like Vendors, suppliers, and manufacturers etc. If any risk happens, this creates alarms, tickets to be resolved and other pop-ups/notifications so that appropriate action can be taken. Also, they have timelines for resolving each issue/query raised by customers and other internal/external parties. This raises complexity for sure but creates a version of automation which makes production-innovation feasible.

Tick the correct Answer.

(2.5 marks each * 8= 20 Marks)

1. Why different consumers adopt innovation at different time periods?. **(CO1, L2)**

Ans: a) **Prevailing slack** , b) Difficulty of knowledge gathering, c) Environmental problems d) Fear

2. Why not adopters shift down the S -Curve? **(CO2, L3)**

Ans: a) **Resistance from some** b) Lag effect c) believe in adoption d) Pride

3. Community effects determining speed of diffusion is mainly due to **(CO1, L1)**

Ans: 1) Technology drag, b) **Expectations** differ c) Investments, d) Communication patterns

4. Why managers should depend on feedback loops? **(CO2, L2)**

Ans: a) Restrategizing b) Reinventing, c) **Implementing** d) Organising

5.Importance of a P platform lies in **(CO1, L2)**

Ans: a) ERP, b) CRM, c) AI, d) **Integration**

6. Dashboards provide data and **(CO3, L3)**

Ans: a) Volatility b) **Transparency**, c) Feedback d) vendors' list.

7. Time is allotted for each discrepancy for **(CO2, L3)**

Ans: a) **Solving** b) Sorting c) problems d) suggestions

8. Complexity comes on the way but it ensures **(CO3, L4)**

Ans: a) Feasibility b) **legitimacy** c) opinions d) Nothing

9. Technology Innovation management facilitates----- of current business **(CO1, L2)**

Ans: A. Contraction B. Neutral C. Diversification **D. Expansion**

10. Architectural innovation takes successful practices, technology and thought leadership of _____ **(CO2, L3)**

Ans: A. Disruptive Innovation to Radical Innovation B. One market and brings them to a new market
C. Strategic objectives & goals **D. Managers to find a new idea**
