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| **SESSION** | **FEBRUARY MARCH 2025** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **VI** |
| **COURSE CODE & NAME** | **DBB3311 TECHNOLOGY MANAGEMENT** |
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**Assignment Set – 1**

**Q1. Competitive Advantage Through Technology**

**a. Explain how technology contributes to gaining a competitive advantage in business. Discuss the role of research and development (R&D) and intellectual property management in this process.**

**b. Analyze a real-world case study where a company successfully leveraged technology for market dominance.**

**Technological Forecasting and Strategy**

**a. Define technological forecasting and explain its importance for business decision-making. What are the common methods used for technology forecasting?**

**b. Discuss how businesses formulate technology strategies. What are the key elements of an effective technology strategy 2.5+2.5+2.5+2.5**

**Ans 1.**

**Competitive Advantage Through Technology & Technological Forecasting and Strategy**

**Technology and Competitive Advantage**

Technology has emerged as a critical factor in creating and sustaining competitive advantage in today’s fast-evolving business environment. It allows firms to innovate, improve efficiency, reduce costs, and enhance customer experiences. From automation in manufacturing to advanced analytics in marketing, businesses leverage technology to streamline processes and gain market edge. A key area is customer relationship management systems (CRM) that personalize interactions and improve customer retention. Moreover, cloud computing, artificial intelligence (AI), and big data analytics have enabled faster

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**Q2. Technology Transfer and Diffusion (10 Marks)**

**a. Explain the concept of technology transfer and its significance for business growth. What are the different models of technology transfer?**

**b. What is technology diffusion, and why is it crucial for innovation adoption? Discuss the challenges businesses face in technology diffusion. 5+5**

**Ans 2.**

**Concept and Significance of Technology Transfer**

Technology transfer refers to the process of sharing or disseminating technological knowledge, skills, methods, or innovations from one entity to another, typically from research institutions, universities, or developed economies to industries or developing regions. This process plays a critical role in accelerating industrial growth, improving product quality, and enhancing competitiveness in the global market. It allows businesses to adopt ready-made solutions without investing heavily in R&D, thereby reducing the time and cost involved in

**Q3. Impact of Technology on Society and HRM (10 Marks)**

**a. How has technological change influenced industrial relations and human resource management? Provide examples of automation and rationalization in workplaces.**

**b. Discuss the social issues related to technology adoption, such as job displacement and the digital divide. 5+5**

**Ans 3.**

**Impact of Technology on Society and Human Resource Management**

**Influence of Technology on Industrial Relations**

Technological advancements have profoundly changed the landscape of industrial relations by altering how employers and employees interact. The introduction of automation and digital systems has led to a shift from manual labor to machine-assisted work, reducing the need for large workforces in manufacturing and production sectors. This has caused a transformation in job roles, employee expectations, and workplace dynamics. Industrial relations have become more focused on managing change, training workers for new

**Assignment Set – 2**

**Q1. Innovation and Technology Management**

**a. Define digital transformation in healthcare and explain its importance for HealthCarePlus in improving patient care, streamlining operations, and maintaining competitive advantage in the healthcare sector.**

**b. Evaluate different models of digital transformation in healthcare, including telemedicine, electronic health records (EHR), and remote patient monitoring, and assess their applicability to HealthCarePlus's goals and patient care strategies. 5+5**

**Ans 1.**

**Innovation and Technology Management**

**Digital Transformation in Healthcare**

Digital transformation in healthcare refers to the integration of advanced digital technologies into various healthcare functions such as patient care, diagnosis, record-keeping, treatment, and hospital management. This transformation aims to enhance healthcare quality, reduce costs, improve operational efficiency, and deliver better outcomes. For a healthcare provider like HealthCarePlus, digital transformation is not just an option but a necessity to remain competitive. It enables the organization to provide seamless services to patients, minimize manual paperwork, and implement precision medicine using data analytics and artificial

**Q2. Technology Adoption and Organizational Change**

**a. Explain the technology adoption process in organizations. What factors influence the successful adoption of new technologies?**

**b. What are the challenges in implementing new technologies, and how can organizations overcome resistance to change? 5+5**

**Ans 2.**

**Technology Adoption Process in Organizations**

The process of technology adoption in organizations involves the systematic implementation of new tools, systems, or practices to improve operations, products, or services. This process generally follows five stages: awareness, interest, evaluation, trial, and adoption. In the awareness stage, organizations recognize the existence of a new technology. During the interest stage, decision-makers gather detailed information about the technology and its relevance to the business. In the evaluation stage, the organization considers the technical and financial feasibility, checks compatibility with existing systems, and weighs potential risks and benefits. The trial stage involves testing the technology in a limited setting, often as a pilot project. If results are favorable, the adoption stage follows, where the technology is fully

**Q3. Environmental and Ethical Considerations in Technology Management**

**a. Discuss the role of technology assessment in environmental impact analysis. How do companies ensure sustainable technology implementation?**

**b. What are the ethical challenges in technology management? Provide examples of ethical dilemmas businesses face with emerging technologies. 5+5**

**Ans 3.**

**Technology Assessment in Environmental Impact Analysis**

Technology assessment (TA) is a crucial process in evaluating the potential environmental effects of new or existing technologies before their full-scale implementation. It helps businesses identify risks related to pollution, resource consumption, energy usage, and long-term sustainability. TA allows organizations to foresee the direct and indirect consequences of technological applications and plan mitigation strategies accordingly. For instance, before launching a new manufacturing process, a company might assess its carbon footprint, water