

University of Pune
Department of Management Sciences (PUMBA)
Executive MBA Programme 2011-12
Internal Examination (3rd Semester)

305 (D): Quality & Technology Management

Time: 2 ½ hrs.

Marks: 30

Note: Answer any 3 Question from each Part A & B. All question carry equal marks (5 each).

PART-(A):- Quality management

- Q 1. Define the concept of quality of products and quality of service & explain how customer satisfaction is achieved.
- Q 2. Explain quality control functions and explain how to control the process of production.
- Q 4. Explain the concept of total quality management related to your organization.
- Q 5. Write short notes on any two:-
- | | |
|-----------------------------|------------------------|
| a.) Testing of products | b.) Process capability |
| c.) Reliability of a system | d.) Standardization |

PART-(B):- Technology Management

- Q 6) Explain the meaning of technology and its impact on society & business.
- Q.7) Explain various stages of new product development from scientific breakthrough to a marketable product
- Q.8) Explain all aspects of technology strategy planning & development for a company giving examples.
- Q.9) Explain briefly how research & development activities are managed.
- Q.10) Write short note on any two
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| a) Technology diffusion. |
| b) Technology forecasting. |
| c) IPR Intellectual Property Rights. |