

BACHELOR OF BUSINESS ADMINISTRATION
Sixth Semester
TECHNOLOGY MANAGEMENT
(BBA - 26)

Duration: 3Hrs.

Full Marks: 70

PART A (Objective) =20
PART-B (Descriptive)=50

PART-B (Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

1. Write short notes on (any five):

2×5=10

- a) Management as a Technology.
- b) System.
- c) Network.
- d) Business Model.
- e) Innovation Management.
- f) Information Sharing.
- g) Planning of Information Technology.

2. Answer the following questions (any five):

3×5=15

- a) Define the characteristics of good information technology.
- b) Define the different type of information.
- c) Define different level of management.
- d) Define Technology Management.
- e) Describe the different force of Infrastructure.
- f) Define the scope of Information Manager.

g) Define the benefit of power point in business promotion.

3. Answer the following questions (any five):

5×5=25

a) Explain Internet and what is the primary need for Internet?

b) Describe the term Business Architecture for Technology Management.

c) Describe the phases of Technology Architecture.

d) Describe the topic of Balancing IT Investment Opportunities.

e) Differentiate between Prototype Model and Waterfall Model.

f) Define the Spiral Model.

g) Define the Technology Strategy.
