2013-1-WKU-MOT-FInalExam

Department: / **ID:** / **Name:**

Check

- Final Exam (15 Questions), Management of Technology, Spring 2013 (166125-01)
- Where: Rm. 407 of Saecheonnyeon Hall
- When: 3rd Class (11:00) on Tuesday, June 18 in 2013
- Who: 34 Students
- Check:
  - Fill in your ID number and name on the upper portion of question sheet and answer sheet. And then submit your question sheet and answer sheet.
  - Only one answer sheet is permitted. Answers on No. 01 ~ 11 should be written on the front of answer sheet, and answers on No. 12 ~ 15 should be on the back.

Questions

Part I (No. 01 ~ 05): Fill in the following blanks.

01. Three phases of technology strategies are (_____), (_____), and (_____).

02. From the viewpoint of R&D goal, there are two types of technology strategies such as fail-safe strategy and (_____).

03. From the viewpoint of existing market, there are two types of technology strategies such as sustaining innovation and (_____).

04. From the viewpoint of innovation objects, there are four types of technology strategies such as incremental innovation, radical innovation, architectural innovation and (_____).

05. (_____) is technology innovation to make big changes in the fields of economy and society.

Part II (No. 06 ~ 11): Write the full name for each following abbreviation.

06. URL   07. XRML   08. UDDI   09. MBO   10. IPR   11. OI

Part III (No. 12 ~ 15): Describe the following terms in brief.

12. Product portfolio matrix

13. Product Life Cycle

14. Value chain

15. Supply chain

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01. technology acquisition, technology management, technology exploitation

02. safe-fail strategy

03. disruptive innovation

04. modular innovation

05. high impact innovation

06. uniform resource locator

07. extensible rule markup language

08. universal description, discovery, integration

09. management by object

10. intellectual property right

11. open innovation

12. Drawing and explanation

13. Drawing and explanation

14. Drawing and explanation

15. Drawing and explanation