

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FIFTH TRIMESTER (Batch 2023-25)
END TERM EXAMINATIONS, JANUARY 2025
MAIN EXAM

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|-------------|------------------------------------|-------------|-------|
| Course Name | Technology and Innovation Strategy | Course Code | 20708 |
| Max. Time | 2 hours | Max. Marks | 40 MM |

INSTRUCTIONS:

- a. Answer **ALL** of the 4 questions below
b. Each questions carry equal marks and it is 10

- (a) For innovators seeking to market an offering based on a new technology, **Compare**, why is there a chasm between meeting the needs of early adopters and meeting the needs of the early majority? (CLO2)

(b) **Classify** the different kind of barriers you need to address? **List** tools and techniques available for the application and how to use. (CLO2)
- How coopetition as a technology strategy works these days? Does Apple's competitive interaction with Samsung in the mobile phone market increase or decrease its ability to capture value? **Explain**. (CLO2)
- (a) Normally the Innovator enjoys a monopoly and advantage for a short period especially in the technology world. Newbie then entered the market as a competitor. Given the Innovator's interdependencies, **Elaborate** the consequences for the Innovator if she aggressively lowers her prices to drive Newbie out of the market? (CLO3)

(b) **Predict** what are the Innovator's consequences if she accepts Newbie as a competitor and finds a way to protect high prices for herself and Newbie? (CLO3)
- Imagine** you are a technology and innovation officer in an established firm, which is finding difficulties as well as existential threat with the arrival of Artificial Intelligence, with no such immediate resource crunch, develop a roadmap how you will create an innovation framework considering all stakeholders' concerns. (CLO3)

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