



JAIPURIA INST GEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FIFTH TRIMESTER (Batch 2017-19)
END TERM EXAMINATIONS, DECEMBER 2018

Course Name	Technology Management for Services	Course Code	IM507
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS: All questions are compulsory and carries equal marks (5 each).

Assume the Data as deemed fit and state all your assumptions:

Mr Gopal Das Chaturvedi after his management has started his “Das ji ka Dhaba (DkD) “, an eating point in the small town of Mathura in Northern India, is an example of a small organisation with an excellent service offering. Located near the railway station in Mathura, the Dhaba provides food packets to travellers on the Chennai-Delhi route. Passengers travelling on this route can call Dasji on his mobile phone to order lunch or dinner packs. The ordered items are nicely packed and delivered to the passenger within 15-20 secs when the train stops at the station. His staff members ensure the hassle-free payment transactions, keeping the exact exchange ready. Dasji maintains the relationship with customer by sending them an SMS to thank them for using his services. Dasji’s willingness to cater to urgent customer’s requirement like medicines, milk, magazines, has managed to delight his customers and create a large royal customer base. Appreciating his service quality, a few venture capitalists are willing to invest in his new generation business venture to rapidly scale up this model catering the needs of road as well as train passengers covering pan India. Mr Gopal das is required to present a Technology Management plan as a part of his proposal to the investors.

As a Management Consultant you need to formulate the framework of Technology Management for the “Das ji ka Dhaba “, with respect to the following:

1. Discuss briefly the “Five Force Model of Industry Competition “with respect to “DkD”
2. In context with the above model, identify minimum two Business strategies related to “Differentiation “and “Focus” respectively. Please justify your decision
3. Identify minimum two technology components for those business strategies with justification
4. Identify the appropriate associated technology forecasting Methods /tools
5. Identify two possible knowledge based/ Artificial Intelligence based initiatives
6. Identify the mode of technology acquisition for the required technology components with reasons
7. Identify the appropriate mode on “Technology Transfer Model”
8. Narrate a few highlights of your “Technology Assessment/Technology Evaluation Model”