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

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

INSTRUCTIONS:

All questions are compulsory:

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

Rio InfoCom Limited (Rio), who, after a very delayed entry into the telecom network market, grew to become one of the leading telecom networks in India beating more than a decade old big players like Airtel, Idea, Vodafone, Aircel etc. Rio has acquired the third largest market share and achieved numbers that normally took the competition over a decade to achieve using its unique business strategy model. It is India's only network which is solely 4G.

The unique selling point (USP) that Rio used to acquire customers is by offering free services to its customers.

Within the first month of its launch, Rio announced that it had acquired 16 million subscribers. Within 83 days of its launch, Rio crossed 50 million subscriber mark, subsequently acquiring 130 million subscribers within one year of launch.

The crucial challenge for "Rio" is to hold on to Rio's subscribers even after the expiry of free offers. They need to plan the new service strategies focussing on Digital Aspects of Customers Life related to Music, Magazines, Movies, Messaging, NEWS and eCommerce at affordable costs on affordable devices with PAN India Data Network.

As a Management Consultant you need to formulate the framework of Technology Management for the Rio InfoCom Limited, with respect to the following:

1. Discuss briefly the "Five Force Model of Industry Competition "with respect to "RIO" …. (5 Marks)

2. In context with the above model, identify minimum two Business strategies related to "Differentiation "and "Focus" respectively. Please justify your decision…. (5 Marks)

3. Identify minimum two technology components for those business strategies with justification……..(5 Marks)

4. Identify the appropriate associated technology forecasting Methods /tools (5 Marks)

5. Identify two possible knowledge based/ Artificial Intelligence based initiatives …. (5 marks)

6. Identify   the mode of technology acquisition for the required technology components with reasons (5 Marks)

7. Identify the appropriate mode on "Technology Transfer Model" …… (5 Marks)

8. Narrate a few highlights of your "Technology Assessment/Technology Evaluation Model "…. (5 Marks)