UNIVERSITY COLLEGE TATI

UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET		
COURSE CODE	:	DTG 1103
COURSE	:	INTRODUCTION TO TECHNOLOGY MANAGEMENT
SEMESTER/SESSION	:	2, 2024/2025
DURATION	:	3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer ALL questions.
2. All answers should be written in the answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

a) Define technology management with appropriate example. (3 Marks)

b) Describe the different term of invention and innovation. (4 Marks)

c) Discuss **THREE (3)** importance of innovation. (6 Marks)

d) Give **THREE (3)** characteristics of entrepreneurs in the digital era. (3 Marks)

QUESTION 2

a) Explain **FOUR (4)** stages of technology life cycle. (8 Marks)

b) Describe **ONE (1)** challenge for each stage in technology life cycle. (8 Marks)

c) Explain **TWO (2)** strategies during the decline stage to maintain profitability and competitive. (4 Marks)

QUESTION 3

a) Discuss **THREE (3)** common methods used in technology forecasting. (6 Marks)

b) Give **FIVE (5)** best conduct to consider in forecasting. (5 Marks)

c) A company aims to enter Malaysia's market to sell solar modern device for house cleaning. Describe **THREE (3)** how technology forecasting guides their decision. (9 Marks)

QUESTION 4

a) Discuss **FOUR (4)** leadership strategies to promote healthy improvement culture in the organization. (8 Marks)

b) Describe **FOUR (4)** potential challenges to organizational improvement efforts. (8 Marks)

c) Identify **FOUR (4)** ways how knowledge is created and shared within organizations. (8 Marks)

QUESTION 5

ABC Electronics, a mid-sized fashion retailer, faced increasing customer service demands, leading to delayed responses and dissatisfied customers. Among the complaints are long waiting time and customer unhappy. To fix this, the company started using an AI chatbot that could answer common questions, guide customers through troubleshooting, and recommend products. Within six months, customer complaints dropped by 30%, and customer satisfaction improved by 20%. However, some employees worried about losing their jobs, and a few customers said they still preferred talking to a real person.

a) Identify **FOUR (4)** main problems faced by ABC Electronics. (8 Marks)

b) Describe **THREE (3)** benefits ABC Electronics experienced after implementing the AI chatbot. (6 Marks)

c) As a manager at ABC Electronics, identify **THREE (3)** ways to reassure employees about their job security while implementing and maximizing the benefits of chatbot technology in the workplace. (6 Marks)

----------End of question----------