Avinashilingam Institute for Home Science and Higher Education for Women
Coimbatore – 641 043

Master Degree Examination – November 2017
III-Semester

Class : II PG
Major : Business Administration

Max. Marks: 60
Time: 3 hours

Functional Specialisation II Paper – I

16MBAC20P – Innovation and Technology Management

Part A **10 × ½ = 5**

Choose the correct answer

1. Innovation can help to provide a temporary competitive advantage when
   a) barriers to entry re high b) barriers to imitation are low and intellectual c)there are few other competitors d) barriers to entry are low

2. Which of the following is part of Information Technology?
   a) Data Processing b) Data Storage c) Data Communication d) All of the above

3. Ultimate outcomes, Target of the ultimate outcomes, Mechanism used to deliver the ultimate outcomes and interdependence of this mechanism with scientific and technological advances are four elements of
   a) Technology Absorption b) Technology issues c) Technology Investments d)Technology Development

4. _____ are a system of checklists, training and assessment.
   a) Technology Innovation b) Technology Barriers c)Technology Core Competencies d) None of the above

5. _____ means the implementation of a new or significantly improved production or delivery method.
   a) Process Innovation b) Incremental Innovation c) Business Model Innovation d)Sustainable Innovation

6. _____ is the gap between what "ought to be" and what "actually is" an invitation to innovate.
   a) The process need b) changing c) Incongruity d) changes in perception

7. The backbone of any organization is
   a) Information b) employee c) Management d) capital

8. Top level managers use
   a) Strategic information b) Technical information c) Operational information d)None of these

9. Technology push innovation tend to be driven by which of the following
   a) Consumers b) Political factors c) Research d) Manufacturers

10. Which of the following factors influencing the process of innovation is not a firm-level factor?
    a) Organization culture b) Input factors c) communication patterns d)resources

PART - B (5 X 4 = 20 Marks)

Answer All the Questions. (Either (a) OR (b) in each question.

11. a) Explain how management of combination fractures of the Atlas and Axis are done?

(OR)

b) What are the forces that determine global industrial competition?

12. a) What is Technology Absorption? Give example.

(OR)

b)What are the criteria of core competencies in technology?

13. a) What is the need for innovation?

(OR)

b) What are the various innovative products?

14,a) What are the fundamental components of organizational support system?

(OR)

b) How do you improve organizational culture?

15.a) What are the barriers to innovation?

(OR)

b)Explain the various levels of environment for IT Readiness.

PART - C (5 X 7 = 35 Marks)

Answer All the Questions

Answer should not exceed 600 words or three pages

Question No. 20 is Compulsory.

16. a) Briefly explain about Technology Issues.

(OR)

b)What are the seven sources of innovation?

17. a) Discuss about crucial issues in flexible technology.

(OR)

b)What are the advantages of technological innovation? Explain.

18. a) What are the types of innovation? Explain.

(OR)

b)Explain the various sources of Innovation.

19. a) How do you build a organization culture?

(OR)

b)"The organization is a laboratory for learning" – Discuss,

20. COMPULSORY QUESTION. CASE STUDY.

Understanding Technology and People Issues in Hospital Information System (HIS) Adoption: Case study of a tertiary hospital in Malaysia

Background

Hospital Information Systems (HIS) can improve healthcare outcome quality, increase efficiency, and reduce errors. The government of Malaysia implemented HIS across the country to maximize the use of technology to improve healthcare delivery, however, little is known about the benefits and challenges of HIS adoption in each institution. This paper looks at the technology and people issues in adopting such systems.

Methods

The study used a case study approach, using an in-depth interview with multidisciplinary medical team members who were using the system on a daily basis. A thematic analysis using Atlas. It was employed to understand the complex relations among themes and sub-themes to discover the patterns in the data. .

Results

Users found the new system increased the efficiency of workflows and saved time. They reported less redundancy of work and improved communication among medical team members. Data retrieval and storage were also mentioned as positive results of the new HIS system. Healthcare workers showed positive attitudes during training and throughout the learning process.

Conclusion

From a technological perspective, it was found that medical workers using HIS has better access and data management compared to the previously used manual system. The human issues analysis reveals positive attitudes toward using HIS among the users especially from the physicians' side.

Today, patients are technologically savvy due to the rapid growth of and innovations in medical technology, and the health disparity gap is shrinking [8. Because of this, patients expect similar electronic services from their healthcare providers. Unfortunately, providers are making slow progress in meeting this demand due to obstacles such as the limited number of successful programs, financial costs, lack of technology advocates [9], and negative staff attitudes which affect intentions toward and adoption of work practices using HIS.

A report published in National Center for Health Statistics, reported that 78% physicians in office-based practices (physician office that is used to deliver primary and specialty care) are using electronic medical record, which is an increment of 18% in 2001 . Moreover, with high competitiveness in the healthcare industry, physicians and their medical teams are facing intensified pressures to use state-of-the-art technology to provide quality patient care. In the past, physician frustration stemmed from heavy patient loads, administrative tasks, and loss of control over patient care decisions,

Other factors that may influence staff attitudes toward new technology systems include individual characteristics such as age, gender, and computer literacy, and contextual factors such as workflow impact, involvement in system selection, and autonomy. Features of the technology itself, such as user-system interaction, usability, speed and reliability can also influence people's attitude toward using the system.

Question:

What are the benefits and challenges of HIS adoption by healthcare institutions in Malaysia, in terms of both technology and people?

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