



131217672134

Code No. 1022 / ID

## FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, January 2019

Subject: B. Innovation Management

Paper Code – MB – 306 Interdisciplinary Paper  
(For All Constituent Colleges & Affiliated Colleges)

Time: 3 Hours

Max.Marks: 80

PART – A (5x4 = 20 Marks)  
[Short Answer Type]

Note: Answer all the questions in not more than one page each.

- 1 State traditional view of R&D
- 2 Changing nature of R&D
- 3 Product innovation process
- 4 Distinguish between innovation and invention
- 5 Individual Innovation

PART – B (5x12 = 60 Marks)  
[Essay Answer Type]

Note: Answer all the questions by using internal choice  
in not exceeding four pages each.

- 6 a) Discuss the recent trends of R&D System in Industrial Sector in India.  
OR  
b) Describe the relationship between technology leverage and R&D strategies.
- 7 a) Examine the problems and prospects in setting R&D Budget of Corporate Entities.  
OR  
b) Describe various forms of External R&D system.
- 8 a) Examine the cost and benefit analysis in R&D investments.  
OR  
b) Discuss the methodology for evaluating R&D progress.
- 9 a) Explain the significance of innovations and Inventions in Indian Industrial Environment.  
OR  
b) Describe the salient features different innovations in India in recent times.
- 10 a) Discuss the basic elements in managing innovations within the organizations.  
OR  
b) Examine the impact of IT systems on innovations.

\*\*\*\*