

**FACULTY OF MANAGEMENT**

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

**Subject: Innovation Management**

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

**Time: 3 Hours**

**Max.Marks: 80**

**Note: Answer all the questions from Part-A and Part-B.  
Each question carries 4 marks in Part-A and 12 marks in Part-B.**

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

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

- 1 Technology Leverage
- 2 Allocation of R&D funds to Projects
- 3 R&D Evaluation Criteria
- 4 Types of Innovations
- 5 IT Systems in Innovations

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

**Note: Answer all the questions by using internal choice in not exceeding 4 pages  
each.**

- 6 a) Explain the strategic pressures and issues on R&D and how to overcome them.  
OR  
b) Explain traditional view of R&D and present R&D with the role of technology.
- 7 a) Explain the levels of income and expenditures for R&D project. Name few agencies providing budget for projects in industry.  
OR  
b) What is the role of control and state bodies in R&D Management in changing scenario?
- 8 a) Explain the steps involved in innovation process.  
OR  
b) Describe the evaluation criteria of R&D progress.
- 9 a) What are the reasons for successful and unsuccessful innovations?  
OR  
b) Explain the significance of innovations in R&D and Management Process.
- 10 a) What are the organizational characteristics which facilitates innovations in R&D?  
OR  
b) What factors support for success of the innovations in a Management Process?

\*\*\*\*