

Code No. 12082/ID

FACULTY OF MANAGEMENT
MBA (CBCS) III – Semester Examination, February 2021

Subject: Innovation Management
Paper: MB 306 Interdisciplinary Paper

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Technology Leverage
- 2 Levels of Expenditure
- 3 Managing Scientific Freedom
- 4 Importance of Innovation
- 5 Impact of IT Systems on Innovation

PART – B

Note: Answer any four questions.

(4x15 = 60 Marks)

- 6 Enunciate the need of R&D investments in the context of success of business with real time examples.
- 7 Describe the operations that make up R&D.
- 8 Discuss the measures to be taken in allocation of Funds to R&D projects.
- 9 Explain various forms of External R&D.
- 10 Examine the cost and benefit analysis in R&D investments.
- 11 Discuss the criteria of evaluating R&D projects.
- 12 Explain the innovation types and process in detail with suitable examples.
- 13 What separates Successful Innovation from Un-Successful Innovations? Illustrate.
- 14 Discuss various organizational characteristics that facilitate Innovation?
- 15 Describe the role of Individuals in Innovation.
