

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) II - Semester (New) Examination, November 2022**  
**Subject: Innovation Management**  
**Paper No. MB – 207 (Open Elective – II)**

Time: 3 Hours

Max. Marks: 80

**PART – A**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. Explain R&D investment
2. What is the form of internal R&D?
3. Explain evaluation criteria
4. Explain successful / unsuccessful innovations
5. Explain the impact of IT system on innovation

**PART – B**

**Note: Answer all the questions.**

**(5 x 12 = 60 Marks)**

6. (a) Define Innovation Management. Explain significance and traditional view of R&D Management.

**(OR)**

- (b) Explain the classification of R&D also explain the operations that makeup R&D.

7. (a) Explain the process of allocation of funds to research and development.

**(OR)**

- (b) Explain the nature, significance, process of organizing industries in R&D.

8. (a) Explain various sources of financial innovations. Use suitable example of your choice.

**(OR)**

- (b) Explain link with product innovation process in R&D management.

9. (a) Explain various types of innovations with suitable examples.

**(OR)**

- (b) Comment on “Innovation is a management process” with a case study.

10. (a) What is the role of individual in innovation in R&D?

**(OR)**

- (b) Explain the systematic and analytic methods and techniques of innovation management.

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) II - Semester (New) Examination, November 2022**  
**Subject: Customer Relationship Management (CRM)**  
**Paper No. MB – 207 (Open Elective – II)**

Time: 3 Hours

Max. Marks: 80

**PART – A**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. What are the benefits of CRM?
2. Explain customer profitability
3. Describe CEM
4. Explain CSS
5. What is the role of IT in CRM implementation?

**PART – B**

**Note: Answer all the questions.**

**(5 x 12 = 60 Marks)**

6. (a) Explain the concept and types of defectors. What is the impact of customer defections.

**(OR)**

- (b) Define CRM. Explain objectives and function of CRM in detail.

7. (a) Explain customer life cycle value also explain the relationship between CRM and technology.

**(OR)**

- (b) Explain sales force automation. Explain the different barriers to successful sales force automation.

8. (a) Explain CRM applications in different industries.

**(OR)**

- (b) Briefly discuss about CRM strategies in retailing and FMCG industries.

9. (a) What are the types of CRM decisions? Briefly explain the structure of CRM in decisions and decision process.

**(OR)**

- (b) Describe the significance of sales force automation and its merits and demerits.

10. (a) Explain the issues and challenges in CRM implementation.

**(OR)**

- (b) Briefly discuss about the customer centric organizational structure, role and its performance.