

FACULTY OF MANAGEMENT
MBA (CBCS) II - Semester (Backlog) Examination, August 2023
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 Management
2. What is Procedure of allocation of funds?
3. Explain managing scientific freedom
4. What is the significance of Innovation?
5. What is the role of individual in Innovation?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) What are the objectives of R&D management? Explain the process of R&D investment in the form of company success.
(OR)
(b) Explain the benefits of technology leverage and strategic pressure on R&D.
7. (a) Define the concept and role of R&D budget and levels of expenditure.
(OR)
(b) Explain the acquisition of external technology and forms of external R&D.
8. (a) Briefly explain about effect of R&D investment on products.
(OR)
(b) Explain evaluation criteria in the effective R&D management.
9. (a) Define innovation management. Explain the importance of innovation, and innovation & invention.
(OR)
(b) Discuss the different tools of intellectual property to protect innovation.
10. (a) What are the basic organizational characteristics that facilitate innovation.
(OR)
(b) Discuss about IT systems and their impact on innovation.

FACULTY OF MANAGEMENT
MBA (CBCS) II - Semester (Backlog) Examination, August 2023
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. Explain Evolution of CRM
2. Describe CLV
3. What are CRM strategies in retaining?
4. Explain Sales force automation
5. Explain CRM implementation road map

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) What do you mean by Customer Defections? Also discuss about various types of Defectors.
(OR)
(b) State the similarities and differences between CRM and E-CRM.
7. (a) Explain activity based costing for customer profitability analysis.
(OR)
(b) What is customer loyalty strategy? Explain various kinds of customer satisfaction tools.
8. (a) What are the service quality dimensions in CRM applications?
(OR)
(b) Explain CRM practices in financial markets.
9. (a) Briefly explain the market structure and demand of a business unit.
(OR)
(b) Define campaign management. Explain the functionalities of a campaign management solution.
10. (a) Explain the process of CRM implementation and precautions.
(OR)
(b) Explain the role of IT and automation in effective implementation of CRM practices.