

**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.

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