

FACULTY OF MANAGEMENT**M.B.A. III – Semester (CBCS) Examination, May / June 2018****Subject : Innovation Management****Paper – MB (ID) 306****Time : 3 hours****Max. Marks : 80****PART – A (5 x 4 = 20 Marks)**
(Short Answer Type)

- 1 Integration of R & D
- 2 Technology leverage
- 3 R & D Budget
- 4 Scientific Freedom
- 5 Importance of Innovation

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) Explain the traditional view of R & D.
OR
b) What are the strategic pressures on R & D?
- 7 a) Explain the changing nature of R & D management.
OR
b) Explain the steps for acquisition of external technology.
- 8 a) Explain the steps in evaluating for R & D progress.
OR
b) Explain the link with product innovation process.
- 9 a) Briefly explain successful and unsuccessful innovation.
OR
b) Distinction between innovation and invention.
- 10 a) Explain the IT systems and their impact on innovation.
OR
b) Explain the organizational structures and their innovation.
