

MANAGEMENT PROGRAMME

Term-End Examination

December, 2013

**MS-58 : MANAGEMENT OF R&D AND
INNOVATION**

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note : Answer *any four* questions. All questions carry equal marks.

1. (a) "Business is actually a living thing, sometimes grow, sometimes die". Discuss the above fact keeping in mind technology and corporate growth.
- (b) How do Basic, Applied and Experimental Research differs with each other ? Explain with example.
2. (a) With the help of Schematic line diagram, describe the objectives and purpose of Corporate Function of R & D so as to impart to the organization a competitive advantage.
- (b) The development of technology completes in six stages i.e. Initial Development, application, launch, growth, maturity and decline. Explain with the help of a graph.

3. (a) Give brief introduction of Technological Innovation. List some of the distinctive characteristics of Innovators.
(b) Prepare an illustrative checklist for Project Evaluation in respect of Corporate Objectives, marketing and financial criteria.
 4. (a) Establish the interrelationship of natural, human and institutional resources in detail.
(b) Classify India's R & D infrastructure into appropriate categories. Also specify its basis.
 5. (a) Wherever the technology flows from one country to another country subjected to some terms and conditions, the process is termed as Technology Transfer. From your knowledge and understanding of the technology transfer process, briefly describe some challenges or barriers to the flow of technology. (Hint : one such challenge is lack of infrastructural support).
(b) What are designs ? Describe some of the basic features of design.
 6. Write short notes on *any four* of the following :
 - (a) Quality Function Development
 - (b) Delphi Approach
 - (c) Technology life cycle
 - (d) Innovation
 - (e) Technology Forecasting
 - (f) Technology Transfer
 - (g) Patent
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