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MS-58

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2020

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

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) *Answer any **four** questions.*

(ii) *All questions carry equal marks.*

1. (a) Discuss the linkage between R & D, innovation and economic development. Discuss the experiences of USA and Japan in this context.
- (b) Explain the relationship between design, innovation and market. Why is design important in market context ?
2. (a) Discuss the following techniques of enhancing/maintaining the creativity :
 - (i) Brainstorming
 - (ii) Synectics

- (b) Write a short essay on SIRO (Scientific and Industrial Research Organisations).
3. (a) “In a highly competitive industry, business should be technology driven.” Do you agree ? Give reasons for your agreement or disagreement.
- (b) What is Mather licensing concept of partnership ? On what factors partnership based on this concept rests ? Explain.
4. (a) What is meant by the ‘potential’ value on an invention or discovery and why is it important ?
- (b) India is a nation with very sound scientific and technological base and yet we rely on foreign technologies for our industrialization. Supplement your view with examples.
5. (a) Explain the different types of R & D projects with the help of examples.

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(b) Discuss the rationale of cooperation between industry, academic and research institutions and government.

6. Write short notes on the following :

(a) Technology Sourcing

(b) R & D Budgeting

(c) Strategic Integration

(d) Benchmarking