

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2017**

**MS-058 : MANAGEMENT OF R&D AND  
INNOVATION**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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- Note :** (i) *Answer any four questions.*  
(ii) *All questions carry equal marks.*
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1. (a) What is the interaction between science, technology and business ? How do these interactions affect industrial growth ? Discuss with suitable examples.  
(b) Explain the dual role of R & D by giving suitable examples.
2. Write short notes on the following :
  - (a) Applied Research
  - (b) Team Building Stages
  - (c) Portfolio Planning
  - (d) Technology Package
3. (a) Critically examine the role of market research in product development.  
(b) What does the 'creative process' mean ? Describe and comment upon the elements of the creative process. Is it necessary that the stages in the creative process should occur in a certain order ?

4. (a) "In a highly competitive industry business should be technology driven". Do you agree? Give reasons.  
(b) What is mother licensing concept of partnership? Discuss the factors involved.
  5. (a) What are the different hierarchical models of R & D organisation? Compare their merits and demerits.  
(b) Discuss the salient features of the Technology Policy of India. What have been the achievement and failure of this technology policy?
  6. (a) How is technology transfer in India done from laboratory to industry? Describe the various steps.  
(b) What is GATS? How can it facilitate access to technology and technical information for developing countries?
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