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MANAGEMENT PROGRAMME

Term-End Examination

June, 2011

**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) What is the interaction between science, technology and business ? How do these interactions affect industrial growth ? Discuss with suitable examples.
- (b) Critically examine the role of market research in product development. Discuss the pros and cons of market research based R&D.
2. (a) Explain the following techniques of enhancing or maintaining the creativity
 - (i) Brainstorming
 - (ii) Synectics
- (b) Discuss the roles of R&D with the help of examples.

3. (a) "In a highly competitive industry, business should be technology driven". Do you agree ? Give reasons.
(b) Discuss the various types of approaches for R&D budgeting. Which approach in your opinion would be most desirable ?
 4. (a) Who can be partners in innovation ? Discuss their role and limitations.
(b) Elaborate your understanding about LEADERSHIP. What are the four different Leadership Styles as reflected in the Blanchard model ? How are these styles interrelated ?
 5. (a) What are the resources required for R&D activity ? Write a critical note on availability of relevant resources for R&D in India.
(b) Discuss the various issues related to technology transfer.
 6. (a) What is a patent ? What are the conditions attached for Patentability ?
(b) Suggest few measures for enhancing the role of consultants in R&D and innovation.
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