

MS-58

Management Programme

**ASSIGNMENT
SECOND SEMESTER
2017**

MS-58: Management of R & D and Innovation



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS - 58
Course Title	:	Management of R& D and Innovation
Assignment Code	:	MS-58/TMA/SEM –II/2017
Coverage	:	All Blocks

Note : Attempt all the questions and submit your assignment on or before 31st October, 2017 to the coordinator of your study centre.

1. (a) Discuss the various measures for determining the benefits for technological innovation.
(b) In what R&D performs dual role? Explain with examples based on your experience/study.
2. (a) Elaborate your understanding about market oriented product development method. Compare it with the traditional method.
(b) How can the development process be reengineered? What elements are required to reengineer the process?
3. (a) What could be different types of approaches used for R& D budgeting? Which approach in your opinion would be most desirable?
(b) A technology subjected to portfolio analysis on technology portfolio falls under head 'Hold'. What R&D inputs can shift this technology to 'Build'?
4. (a) What do you understand by 'organisation culture'? Is it possible to influence the culture of an organisation?
(b) Describe in detail organisations related with R&D under the Central Government.
5. (a) Discuss the salient features of the Technology Policy of India. What have been the achievement and failure of the technology policy?
(b) What are the shortcomings in our approach to commercialisation and technology transfer from laboratory to industry?
6. (a) What is intellectual property rights? What are TRIPS? Discuss major differences between Indian Laws and TRIPS.
(b) What is GATS? How can it facilitate access to technology and technical information for developing countries?