

**MANAGEMENT PROGRAMME**

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**Term-End Examination**

**December, 2012**

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

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage 70%)*

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

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1. (a) How does one identify a business strategy that is appropriate to your competencies ? How do you ensure that competitive advantage can be assured through technological innovation ?  
(b) Elaborate your understanding about Dual Role of R&D with the help of an example.
  
2. (a) What are the essential requirement of design ? Examine the relationship between design, innovation and market.  
(b) Identify and explain the main characteristics of creative individuals.

3. (a) **Elaborate your understanding about Technology Portfolio.**  
(b) **What are the different types of R&D organisations ? What kind of R&D organisations are found in India ?**
  
  4. (a) **Discuss the various types of partnerships for innovation and R&D.**  
(b) **Explain the role of teamwork in corporate research and development.**
  
  5. (a) **Discuss the various causes of failure of R&D projects. What can the management do to prevent such failures ?**  
(b) **Compare the main features of the technology policy of India with that of Japan and South Korea ?**
  
  6. (a) **Discuss the differences in commercialisation approach between developed and developing nations.**  
(b) **Explain the various issues related to management of Intellectual Property Rights.**
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