

03481

MANAGEMENT PROGRAMME

Term-End Examination

December, 2014

**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 and D, Innovation and Economic Development. What have the experiences of USA and Japan to do with them ?
(b) Explain the relationship between design, innovation and market. Why is design important in market context ?
2. (a) What could be the possible barriers to creativity in an organisation ? Discuss and explain how the barriers could be overcome.
(b) Explain your understanding regarding Technology Portfolio Analysis.
3. (a) Discuss the rationale of partnership in innovation and R and D. Why is the need of partnership in innovation felt more strongly today ?

- (b) How would you define innovation ? What are the distinctive characteristics of innovating persons ?
4. (a) Discuss the role of teamwork in R and D in business enterprise.
(b) What is a learning organisation ? What are the benefits of being one ?
5. (a) Explain the different types of R and D projects with the help of examples.
(b) Discuss the rationale of co-operation between industry, academic and research institutions and government. Compare the existing situation in India with that of USA and Japan.
6. (a) Explain the good practices in technology transfers.
(b) Explain the following terms :
(i) Patent
(ii) Design
(iii) Trademark
(iv) Intellectual Property Rights
-