

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**December, 2022**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) Answer any **five** questions.

(ii) All questions carry equal marks.

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1. What do you understand by the terms design, invention and innovation ? Also, explain the economic importance of design and innovation.
2. “Partnerships are being entered into not only for marketing but also for manufacture and licensing of new innovations.” Explain, why partnership are needed in innovation.
3. “There are few basic aspects of human behaviour and managerial interests that needs to be considered in designing an organisation that supports and promotes innovations and R & D. Explain the fundamental considerations required in the designing of R & D organisations.

4. “There are large number of incentives and support measures provided by the Government to encourage R & D in industry.” Briefly explain these measures.
5. What do you understand by innovation and commercialisation ? Also, explain commercialisation in developing nations.
6. What could be the possible barriers to creativity in an organisation ? Discuss and explain how the barriers could be overcome.
7. Write short notes on any *three* of the following :
  - (i) Facets of R & D
  - (ii) Technological Innovation and Entrepreneurship
  - (iii) Theory X of teamwork
  - (iv) R & D manpower and expenditure
  - (v) Trademark