MANAGEMENT PROGRAMME

00138

Term-End Examination
December, 2010

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) Enumerate your understanding the relationship between technology and corporate growth.

   (b) Distinguish with example between :
      (i) Basic Research
      (ii) Applied Research and
      (iii) Experimental Development.

2. (a) Examine the relationship between design, innovation and market. Why is design important in the market context ?

   (b) What could be the possible barriers to creativity in an organisation. Discuss and explain how the barriers could be dismantled or overcome ?

3. (a) Discuss the interrelationship between R&D and business strategy.

   (b) Discuss the rational of partnership in innovation and R&D. How partnership in innovation is brought about?

4. (a) Why is 'Group Working' important for innovation? What makes the group working successful?

   (b) Discuss the various causes of failure of R&D projects. What can the management do to prevent such failures?

5. (a) Compare the main features of technology policy of India and some other countries e.g. USA, UK and Japan. Offer your suggestions for improving the technology policy persuade in India.

   (b) Briefly describe the fiscal incentives available to industry for R&D activity in India.

6. (a) Discuss the good practices in technology transfers.

   (b) What do you mean by the term of a patent? What is the procedure for patenting in India? What are the some of the sources of patent information in India?