

FACULTY OF MANAGEMENT
MBA (CBCS) II - Semester (New) Examination, November 2022
Subject: Innovation Management
Paper No. MB – 207 (Open Elective – II)

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Explain R&D investment
2. What is the form of internal R&D?
3. Explain evaluation criteria
4. Explain successful / unsuccessful innovations
5. Explain the impact of IT system on innovation

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Define Innovation Management. Explain significance and traditional view of R&D Management.
(OR)
(b) Explain the classification of R&D also explain the operations that makeup R&D.
7. (a) Explain the process of allocation of funds to research and development.
(OR)
(b) Explain the nature, significance, process of organizing industries in R&D.
8. (a) Explain various sources of financial innovations. Use suitable example of your choice.
(OR)
(b) Explain link with product innovation process in R&D management.
9. (a) Explain various types of innovations with suitable examples.
(OR)
(b) Comment on "Innovation is a management process" with a case study.
10. (a) What is the role of individual in innovation in R&D?
(OR)
(b) Explain the systematic and analytic methods and techniques of innovation management.
