

FACULTY OF MANAGEMENT
MBA (CBCS) III – Semester Examination, July / August 2021

Subject: Innovation Management
Paper: MB 306 Interdisciplinary Paper
(For all Affiliated & Constituent Colleges only)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Classify R&D
- 2 Forms of External R&D
- 3 Scientific Freedom
- 4 Type of Innovations
- 5 Role of Individuals in Innovation.

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Write a note on Traditional view of R&D.
- 7 Describe the relationship between technology leverage and R&D strategies.
- 8 Discuss the approaches of allocation of funds to R&D projects.
- 9 Explain the mechanism of acquiring external technology?
- 10 Examine the effect of R&D investment on products with suitable examples?
- 11 Discuss the methodology for evaluating R&D progress.
- 12 Explain the significance of Innovations in Indian Business Scenario?
- 13 Explain why it is necessary to view Innovations as a Management Process?
- 14 Explain the organizational structures and their innovation.
- 15 Describe the impact of IT Systems on Innovation referring appropriate cases.

FACULTY OF MANAGEMENT
MBA (CBCS) III – Semester Examination, July / August 2021

Subject A: Business Organisation Management
Paper: MB 306 - (ID)
Interdisciplinary Paper
(Only for Dept. of Business Management)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Differentiate between trade, business and commerce.
- 2 Statement in lieu of prospectus
- 3 Administration vs Management
- 4 Types of Power
- 5 Principles of Coordination

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 What is partnership? Distinguish between partnership firm and Joint Hindu Family.
- 7 What is 'cooperative' organization? Discuss its advantage and limitations.
- 8 Describe the stages in the promotion of a company.
- 9 What is a stock exchange? Explain its functions.
- 10 Explain the different approaches to management.
- 11 What is planning? Explain the advantages and limitations of planning.
- 12 What is span of management? Explain the factors influencing the span of management.
- 13 What is delegation? Explain the barriers to delegation and suggest measures to overcome the same.
- 14 What is motivation? Explain Maslow's theory of motivation.
- 15 "Leadership is situational". Discuss.
