**Code No.MB207CE**

**METHODIST COLLEGE OF ENGINEERING & TECHNOLOGY**

**(An Autonomous Institution)**

**M.B.A II-Semester (Supplementary) Examination, FEB-2024**

**Subject: Innovation Management**

**Time: 3 hours Max.Marks:60**

**Note: Missing data, if any, maybe suitably assumed.**

**PART-A**

**Answer All the questions.(05X2M=10M)**

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| --- | --- | --- | --- | --- |
| **Q.No** | **Questions** | **Marks** | **CO** | **BTL** |
| **1 a** | **List the steps in R&D** | **2** | **1** | **I** |
| **b** | **Explain the Forms of External R&D** | **2** | **1** | **II** |
| **c** | **Outline the role of Scientific Freedom in Innovation** | **2** | **1** | **I** |
| **d** | **What is marketing innovation** | **2** | **3** | **I** |
| **e** | **Explain the importance of Acceptance of risks in innovation process** | **2** | **3** | **II** |
|  |  |  |  |  |

**PART-B**

**Answer Any Five questions**.**(5X10M=50M)**

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| --- | --- | --- | --- | --- | --- |
| **Q.No.** |  | **Questions** | **Marks** | **CO** | **BTL** |
| **2** | **a** | **Explain the classification of R&D** | **10** | **1** | **II** |
| **b** | **Differentiate Basic Research and Applied Research** |  | **1** | **IV** |
| **3** | **a** | **What are the Approaches Used For Allocating Funds to R&D** | **10** | **2** | **I**  **II** |
| **b** | **Explain Internal Customer–Contractor Relationship** |  | **3** |  |
| **4** | **a** | **Elaborate the organisational characteristics that facilitate the innovation process** | **10** | **3** | **VI** |
| **b** | **Discuss Benefit Measurement Models** |  | **3** | **VI** |
| **5** | **a** | **Dissect the importance of innovation** | **10** | **1** | **IV** |
| **b** | **Examine the difference between Innovation and Invention** |  | **1** | **IV** |
| **6** | **a** | **Analyse IT Systems and their Impact on Innovation** | **10** | **3** | **IV** |
| **b** | **Distinguish between Organic and Mechanistic Organizational Structures** |  | **3** | **IV** |
| **7** | **a** | **Explain Strategic Pressures on R&D** | **10** | **3** | **II** |
| **b** | **Illustrate the key factors need to be considered when allocating funds to R&D?** |  | **2** | **II** |
| **8** | **a** | **Elaborate on the effect of R&D investment on products** | **10** | **3** | **VI** |
| **b** | **Innovation is a management process. Discuss** |  | **3** | **VI** |
| **9** | **a** | **Illustrate are the four schools of thought have contributed enormously to the understanding of the management of innovation?** | **10** | **3** | **II** |
| **b** | **Explain New Product Development** |  | **3** | **II** |

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