**Code No.MB207CE**

**METHODIST COLLEGE OF ENGINEERING & TECHNOLOGY**

**(An Autonomous Institution)**

**M.B.A II-Semester (Regular) Examination, september-2023**

**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)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q.No** | **Questions** | **Marks** | **CO** | **BTL** |
| **1 a** | **List the activities covered by R&D Management** | **2** | **1** | **I** |
| **b** | **Explain Technology explosion** | **2** | **1** | **II** |
| **c** | **What is the effect of R&D investment on products** | **2** | **2** | **I** |
| **d** | **What is Service innovation** | **2** | **3** | **I** |
| **e** | **Explain the importance of Adaptability 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** | **Outline the categories of R&D Organisations** | **10** | **1** | **I** |
| **b** | **Summarise the types of research** |  | **1** | **II** |
| **3** | **a** | **Discuss the key factors need to be considered when allocating funds to R&D** | **10** | **2** | **VI** |
| **b** | **Explain Globalization of technology** |  | **3** | **II** |
| **4** | **a** | **Explain the R&D link with the Product Innovation Process** | **10** | **1** | **II** |
| **b** | **What are the Portfolio Selection Models** |  | **3** | **I** |
| **5** | **a** | **Illustrate the types of Innovation** | **10** | **1** | **II** |
| **b** | **Contrast Successful and Unsuccessful Innovations** |  | **1** | **II** |
| **6** | **a** | **Appraise the role of Innovation manager as an architect** | **10** | **3** | **V** |
| **b** | **Appraise the organizational characteristics that facilitate the innovation process?** |  | **3** | **V** |
| **7** | **a** | **Discuss the relationship between R&D investment and company success** | **10** | **3** | **VI** |
| **b** | **Discuss the influencing forces on setting up R&D Budgets?** |  | **2** | **VI** |
| **8** | **a** | **What do you know about "Managing Scientific Freedom" and "Skunk Works"?** | **10** | **1** | **II** |
| **b** | **Explain the reasons failure of innovations** |  | **1** | **II** |
| **9** | **a** | **Elaborate the role of Innovation Project owner as Enabler** | **10** | **3** | **VI** |
| **b** | **Discuss strategic pressures on R&D** |  | **3** | **VI** |

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