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Total Number of Pages: 01

MBA
MGT306E

3rd Semester Regular / Back Examination – 2015-16
Innovation & Technology Management

BRANCH(S): MBA

Time: 3 Hours Max marks: 70

Q.CODE: T700

Answer Question No.1 which is compulsory and any five from the rest.
The figures in the right hand margin indicate marks.

- Q1 Answer the following questions: (2 x 10)
- a) State any two features of creative organization.
 - b) What do you mean by technical collaboration?
 - c) Explain “competitiveness”.
 - d) State two objectives of project management.
 - e) List a few companies where R&D play major role.
 - f) Define process innovation.
 - g) List out the various critical factors in managing technology.
 - h) What is the need of planning and control techniques in R&D project?
 - i) What are the key drivers of innovation?
 - j) When does organization prefer automation?
- Q2 What are the role of innovation and technology in an organization to lead a world class organization? Explain with suitable examples. (10)
- Q3 “India is emerging as a manufacturing and R&D hub for many MNCs”. Give your detail explanation and suggest some policy/rules which can be helpful to grow R&D Sector further. (10)
- Q4 Should organization make or buy innovation? Explain. (10)
- Q5 a) What is the payoff to innovation? (5)
b) Explain the recent technological development in e-commerce industry in India. (5)
- Q6 a) Does innovation help to create great brands? Discuss. (5)
b) What are the problems faced by the organization for technology up gradation? (5)
- Q7 a) Discuss the critical factors which should be considered by the managers to get cost effectiveness of R&D. (5)
b) List out some R&D projects which have significant contribution to our nation. (5)
- Q8 Write Short Notes (Any Two) (5 x 2)
- a) Organizational Design
 - b) R&D and productivity
 - c) Technological Competitiveness
 - d) Innovative performance measurement