

MANAGEMENT PROGRAMME

Term-End Examination

December, 2016

MS-058 : MANAGEMENT OF R&D AND INNOVATION

01625

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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- Note :** (i) Answer *any four* questions.
(ii) All questions carry *equal* marks.
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1. (a) Critically examine the role of market research in product development. Discuss the pros and cons of market research based R&D.
(b) What does the 'Creative process' mean? Describe and comment upon the elements of the creative process.
2. (a) Discuss the following techniques of enhancing/maintaining the creativity :
 - (i) Brainstorming
 - (ii) Synectics
(b) Write a short essay on SIRO (Scientific and Industrial Research Organisations)
3. (a) Bring out similarities and differences in the concepts of technology base and 'Core' competence.
(b) Who can be partners in innovations? Discuss their role and limitations.

4. (a) What is meant by the 'Potential' value of an invention or discovery and why is it important ?
- (b) India is a nation with very sound scientific and technological base and yet we rely on foreign technologies for our industrialisation. Supplement your view with examples.
5. (a) Discuss the provision for funding of R&D projects under various schemes of the Government of India. Also critically comment upon them.
- (b) Discuss the salient features of the Technology Policy of India. What have been the achievements and failures of the technology policy ?
6. (a) What is the WIPO ? What is the WTO ? What are TRIPS ? Explain.
- (b) What is GATS ? How can it facilitate access to technology and technical information for developing countries. Discuss with examples.
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