



Regulation R20

Subject code: C143PC2

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

(Autonomous, Accredited by NAAC with 'A+' Grade)

MBA III Semester Supplementary Examinations, February 2024

INNOVATION MANAGEMENT

Maximum Marks: 70

Date: 17.02.2024 Duration: 3 hours

- Note:
1. This question paper contains two parts A and B.
 2. Part A is compulsory which carries 20 marks. Answer all questions in Part A.
 3. Part B consists of 5 Units. Answer any one full question from each unit.
 4. Each question carries 10 marks and may have a, b, c, d as sub questions.

Part-A

All the following questions carry equal marks (5x4M=20 Marks)

Q.NO	QUESTIONS	Blooms Tx
1	Explain the general Strategic Pressures on R&D.	Understand
2	Explain the factors of changing the nature of R&D Management.	Understand
3	Define R&D Consortia and Open source R&D	Knowledge
4	Explain the various types of Innovation	Understand
5	Define and interpret the centralized structure of an organization	Knowledge

Part-B

Answer the following questions. (5x10M = 50 Marks)

6	There is a positive relationship between R&D investment and Company Success. Explain. [10]	Analyze
OR		
7	Assess the significance of integration of R&D and its role in company's development. [10]	Evaluate
8	Explain the various factors that to be considered while budgeting R&D Projects. [10]	Analyze
OR		
9	Explain the various reasons to acquire external technologies? [10]	Analyze
10	Explain the linkage between Product Innovation Process and R&D. [10]	Analyze
OR		
11	Explain the effect of R&D investment on Products. [10]	Analyze
12	There is a positive Correlation between Innovation and Organization Success. Judge the hypothesis. [10]	Evaluate
OR		
13	Explain in detail about Common Success factors of an Innovation. [10]	Analyze
14	Information technology has a significance impact on Innovation. Articulate the statement in present scenario. [10]	Evaluate
OR		
15	Discuss the Matrix type of Organization Structure in detail. [10]	Evaluate

