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**II Semester M.B.A. Degree Examination, December 2022
(CBCS) (2018-19 Scheme)**

MANAGEMENT

Paper – 2.7 : Innovation Management

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions, **each** carries **5** marks.

(5×5=25)

1. Distinguish between pull and push approaches to innovation.
2. Explain the importance of innovation management for a business.
3. Discuss the various stages in the new product development process.
4. Explain the role of Intellectual Property Rights (IPR) in innovation management.
5. How can companies encourage an innovative mindset among employees ?
6. Enumerate the principles of brainstorming.
7. What are the barriers to innovation ? How can these barriers be overcome ?

SECTION – B

Answer **any three** questions, **each** carries **10** marks.

(10×3=30)

8. Discuss the typology of innovation. Give suitable examples to support your answer.
9. Discuss the soft methods and techniques of innovation management.
10. What are innovation platforms ? How do they support the process of developing a new product ?
11. Research is the transformation of money into knowledge. Innovation is the transformation of knowledge into money. Discuss this statement citing suitable examples from the business world.

P.T.O.



SECTION – C

Case study : **Compulsory** Question.**(15×1=15)**

12. How can India become a global R and D power house ?

The share of manufacturing in India's GDP has been falling further from the 25% targeted. The make in India initiative has boosted exports and attracted FDI in manufacturing. However, the production linked incentive scheme presents tariff barriers. Production Linked Incentive or PLI scheme is a scheme that aims to give companies incentives on incremental sales from products manufactured in domestic units. The scheme invites foreign companies to set up units in India, however, it also aims to encourage local companies to set up or expand existing manufacturing units and also to generate more employment and cut down the country's reliance on imports from other countries. It was launched in April 2020, for the large-scale electronics manufacturing sector, but later towards the end of 2020 it was introduced for 10 other sectors. This scheme was introduced in line with India's Atmanirbhar Bharat campaign. However, the scheme has not resulted in increase in employment.

There is a need to shift focus to employment in labor-intensive industries and increase India's global trade competitiveness. An "Innovate in India" campaign targeted at making India a global R and D hub can generate employment for highly skilled workers. GE Healthcare opened its first 5G innovation lab in Bengaluru in July 2022. Medtronic manufactures life-saving ventilators. It opened its first surgical robotics center in Gurgaon in 2021. Cargill foods and medical device manufacturer Stryker opened new R and D facilities in Gurgaon. Walmart Global has entered into a strategic research partnership with IIT Madras. Walmart will do research in IIT Madras along with pharma giant Pfizer. Boston Scientific, a leader in medical technology opened its second R and D center in Pune.

India has an underdeveloped intellectual property rights regime and a local political climate that is not fully supportive of foreign firms. Uncertainty around data protection is another constraint. Restrictions on data flows that impede service quality and innovation must be eschewed. Regulation must be improved to attract more FDI. India's innovation ecosystem can be reformed through



reforming the patent opposition process and reworking the pricing system in therapeutics to reward innovative IPs. The idea should be to encourage reinvestment. The PLI scheme must be complemented with research linked incentive scheme that can reward global firms that wish to do research in India. India's R and D spending is an abysmal 0.7% of GDP. Investments by private sector need to be encouraged by the government. Such a scheme could provide employment opportunities to highly skilled talent. Academic institutions must pursue IP creation and create commercially viable inventions. The academic curriculum should include global best practices in research processes and training on international standards and product testing. An e-auctioning portal for innovations can be set up wherein individuals and institutions could upload research and product designs to sell to buyers in an online market place. Transfer of innovations from academia to industry must happen in a seamless fashion. It is time to leverage India's human capital to make the nation a global R and D capital.

- 1) How can India increase its research contribution to GDP? Suggest a few possible ways.
 - 2) What support is required for the Production Linked Incentive scheme to generate employment for highly skilled research professionals in India ?
 - 3) What are the reasons global firms are showing an interest in setting up research centers in India ?
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