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|  | **BAHRIA UNIVERSITY, (Karachi Campus)**  *Department of Software Engineering*  **Assignment 3 - Spring 2022** |  |



COURSE TITLE: Engineering Management COURSE CODE: **MGT-423**

Class: **BSE-IV (B)** Shift: **Morning**

Course Instructor: **Engr. Talha Bin Saeed** Time Allowed:  **1 Week**

Submission Date: **08/06/2022** Max. Marks:05

**[CLO4: 5 Marks]**

**QUESTION #01**

Evaluate the R&D process that is required to develop a better product?

SOLUTION:

Balderston proposed eleven criteria for better product ;

RESEARCH COSTS:

1. Ratio of Research costs is equal to profits.
2. Research costs depends upon the sales, as well as the ratio of old and new sales
3. Estimation of research costs per employee
4. Research costs ratio to management expenses

Point 1 and 2 are obscured by the lag between research expenditures and the sales .Point 3 and 4 intense on management expenses rather than research effectiveness.

Profits:

1. Percentage of total profit earned from new products
2. Market share captured after product of new product

Audits:

1. Research audits w.r.t costs, time, completion dates, probability of technical success, probability of commercial success
2. Measurable average of objective and costs

Measures:

1. A measure of R&D effectiveness is the number of patents a company receives in a given year. Measure of R&D effectiveness is the Patent Scorecard.