

26/12/23



**Doon University, Dehradun**  
**End –Examination, 3<sup>rd</sup> Semester, 2023**  
**Academic Year 2023-24**  
**Centre for Public Policy**  
**Industry Academia Interface**

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**Allowed: 2:00 Hours**

**Maximum Marks-80**

**Section-A**

Note: Attempt any 3 questions.

1. Write short notes:

**5 marks each**

- a. Collaboration
- b. Project Management
- c. Communication and Negotiation skills
- d. building and Maintaining relations with industry partners.

2. Define Industry and types of industry ? Explain with examples the various types of Industries.

**20 Marks**

3. What are the main impediments in Industry academia alliance and how these impediments can be removed?

**20 Marks**

4. Answer the following:

**20 Marks**

- a) Challenges of University-Industry Linkages
- b) Drivers of University-Industry Collaborations
- c) Key lessons for successful University and Industry collaboration and linkages.

**Section- B**

5. This is a case study, please answer the questions at the end.

**THE IIT- BOMBAY SUCCESS STORY**

Overview of Industry Collaborations at IIT-Bombay Why did industry partner with the Institute? Quality Research at Competitive costs, Consistent contributions to technological innovations, Strategic location (proximity to industrial hubs), and long standing history of

success, are the critical factors favouring the IIT-B among the industries. What value did the institute add to industry? IIT-B through SINE has been instrumental in a wide range of successful technological innovations, which were patented, commercialised and promoted as entrepreneurial ventures, cutting across the sectors like energy and power, IT & software, green technology, AI & robotics and manufacturing among others. What did the institute gain from working with industry? This collaboration benefits IIT-Bombay by providing a platform for industry experts to mentor their incubatee companies and help students and faculty commercialise the Intellectual Property developed through the entrepreneurial ventures. What does it take to keep this phenomenon successful? Ensuring active participation and involvement of its alumni, consistent investment into collaborative research, maintaining the status of being dependable source of cutting edge innovation that lead industries to find a competitive place within the market, and consistent meaningful engagement of industries and relationship management, are some of the factors that ensure continuity of this success. What can other institutes learn from this case study? Following in the footsteps of IIT-B and/ or with collaboration with IIT-B, other engineering institutions could find their means to strengthen their Research portfolio in relating to real-time industry challenges, and thereby support industries to innovate and in return secure the require fund-support from them. In addition, contribute to the larger economy by promoting/ incubating entrepreneurs.

**Please answer the following questions.**

**10 marks each**

1. How does the industry academia interface helps in developin Intellectual Property .  
(The answer should be written in your own words . It should not be cut, copy)
2. On the basis of above study please suggest suitable measure for Industry Academia interface in Doon University.