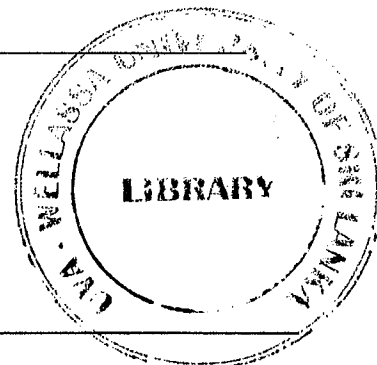


Uva Wellassa University of Sri Lanka
Faculty of Science and Technology
Department of Science and Technology
Mineral Resources and Technology Degree Programme
End Semester Examination – January/February 2016
EMG 354-2 Innovation, IPR and Commercialization



This paper consists of two parts, Part A and Part B

No. of questions : Part A – Three (03) Essay Questions
Part B – Two (02) Essay Questions
Time allocation : Two (02) Hours
Mark allocation : 100 Marks

Part A- Innovation and Commercialization

Answer **only two (02) questions including question number 01** in part A.

01. “The success of an innovation depends only on the extent to which the innovation is linked with a market need”. (Slater and Narver, 1994)

You are required to:

- i. Explain and justify to which extent you agree with the above statement. (10 Marks)
- ii. Discuss the process of commercialization. (10 Marks)

(Total Marks 20)

02.

- i. Innovation won't always be successful. There is a higher tendency for innovations to meet failure too. Discuss the reasons for innovations failure with suitable examples. (15 Marks)
- ii. Discuss the process of the new product development with appropriate examples. (15 Marks)

(15 Marks)

(Total Marks 30)

03.

- i. "S-curves in technology diffusion are often explained as a process of different categories of people adopting the technology at different times". (Schilling, 2005)

Do you agree with this statement? Explain your answer. (15 Marks)

- ii. Explain the role of "Technology Clusters" in promoting innovations among organizations. (15 Marks)

(Total Marks 30)

Part B – Intellectual Property Rights

Answer all questions in part B

04. What changes should be introduced to the law relating to patents in Sri Lanka.

(25 Marks)

05. How is the existing law related to copyrights in Sri Lanka? Is the law similar to international convention?

(25 Marks)

