



**Uva Wellassa University**  
**Faculty of Management**

**THRID YEAR SECOND SEMESTER EXAMINATION - AUGUST/SEPTEMBER 201**

**EMG 354 -2 Innovation, Intellectual Property Rights and Commercialization**



yes

Atto

## Part C – Essay Questions

Answer all questions.

Marks allocation: 55 Marks

1. The current debate on the proper relationship between intellectual property protection and standard setting reveals that Intellectual Property Rights can indeed create a critical obstacle to those who wish to use protected works. A convincing legislative response is far from near.

Critically analyze the above statement in relation to 2003 Intellectual Property Act and provide recommendations for future amendments to this Act.

(25 Marks)

2. Explain the innovation management process under the following key elements of it.

- Signal Processing
- Strategy
- Resourcing
- Implementation

(15 Marks)

3. “Commercialization is a process that transforms an innovative idea to a profitable commercial product”. Explain the main steps in the Commercialization?

(15 Marks)

