

Uva Wellassa University

Faculty of Management

Degree of Bachelor of Science (BSc) in Mineral resource and Technology

Degree of Bachelor of Science (BSc) in Science and Technology

THIRD YEAR FIRST SEMESTER EXAMINATION – DECEMBER /JANUARY 2017

EMG 353-2 Innovation, IPR and Commercialization



Instructions to candidates:

No. of pages : Three (03) Pages
No. of questions : Seven (07) - Essay Questions
Time : Two (02) Hours
Marks allocated : Hundred (100)

Part A – Innovation and Commercialization

Answer only three (03) questions including question number 01.

01)

- i. Discuss the benefit that an inventor can gain by entering into partnership. (06 Marks)

- ii. Commercialization is a process that transforms an innovative idea to a profitable commercial product.

(World Intellectual Property Organization, 1996)

Discuss the major issues which can be faced by inventor during the commercialization process.

(14 Marks)

(Total Marks 20)



02)

- i. Discuss the sources of individual and organizational creativity. (10 Marks)
- ii. Explain the new product development process with relevant examples. (10 Marks)

(Total 20 Marks)

03)

- i. Mr. Silva is a medium scale entrepreneur who is manufacturing and marketing ballpoint pens in the local market. Recently he has decided to acquire a new technology for manufacturing pens.

Explain the factors which influence on Mr. Silva's decision to switch to a new technology. (08 Marks)

- ii. Discuss the link between "Technology Adaptation" and "Technology S Curve".

(12 Marks)

(Total 20 Marks)

04)

- i. Compare and contrast the "Resource Based View Innovation" from "Market Based View Innovation". (08 Marks)

- ii. Critically evaluate the advantages and disadvantages of "Technology" clusters.

(12 Marks)

(Total Marks 20)

Part B- Intellectual Property Rights

Answer only Two (02) questions.

05)

- i. Briefly explain the concept "Duration of copyrights" with practical examples. (05 Marks)
- ii. What is "Fair use of work" mentioned under the copyright law? (05 Marks)
- iii. Differentiate the "Moral rights" from "Economic rights". (10 Marks)

(Total 20 Marks)

- 06) Critically evaluate the importance of intellectual property right protection to the internalization of the business with practical examples. (20 Marks)

(Total 20 Marks)

07)

- i. Differentiate the "Certification Marks" and "Collective Marks". (05 Marks)
- ii. Briefly explain the "Functions of Trademarks" with relevant examples. (05 Marks)
- iii. Critically discuss the role of trademark protection in order to achieve competitive advantage within the industry. (10 Marks)

(Total 20 Marks)

