

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

**THIRD YEAR SECOND SEMESTER EXAMINATION – SEPTEMBER/OCTOBER 2012**

**EMG 354-2- Innovation, IPR and Commercialization**



**Instructions to candidates:**

No. of pages : Four (04)  
No. of questions : Three (03) in Part A  
: Three (03) in Part B  
Time allocation : Two (02) hours  
Marks allocation : 100 Marks

**Index Number:**

Use two separate booklets to provide answer for part A and part B.

**Part A – Innovation**

Answer only two 02 questions including Question Number 01 from Part.

01. Refer the case and answer the questions.

The travel and communication cost was a heavy problem for companies when it was 2010. Company “A” produced new software in 2010. The new product has helped companies to reduce the travel and communication cost by offering audio, video and web conferencing.

The software put together instant messaging, presence, audio, video and web conferencing to bring people together in the ways they communicate best. It has enabled users to communicate through audio and video from anywhere in a cost effective and secure manner. Further, it has provided one line that works with applications that businesses know and use today, including Microsoft Office, Microsoft SharePoint and Microsoft Exchange.

Imagine you are the Product Development Officer of company “B” which is the main competitor of company “A” and your company too wants to reach the same market by a similar product.

- i) What kind of a team would be more appropriate to develop the new product? (10 Marks)
- ii) Indicate key factors you consider before developing the new product. (10 Marks)
- iii) Explain the stages that you may pass in the process of new product development.

(10 Marks)

**(Total 30 Marks)**

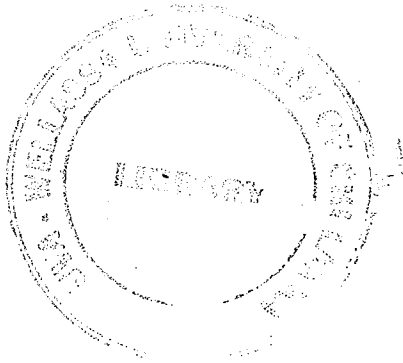
2.

- i) What do you mean by Corporate Entrepreneurship? (05 marks)
- ii) How can the discipline help modern businesses to survive in the highly competitive environment? (15 marks)

**(Total 20 Marks)**

3. Explain the factors you may consider before launching a new product.

**(20 Marks)**



## Part B – Intellectual Property Rights and Commercialization

Answer only two (02) questions including question No. 01 from Part B

01. “Commercialization planning is different from business planning. Moreover, there is a link between commercialization process and the product development process.”

**You are required to:**

Discuss the above statement.

**(15 Marks)**

02.

- i) “An application for registration of an industrial design shall be made to the Director-General in the prescribed form and shall be accompanied by the prescribed fee and other requirements given in the intellectual Property Rights Acts of Sri Lanka and if requirements are not met, the application would be rejected”.

**You are required to**

Illustrate the industrial design registration procedure referring to the above statement.

**(20 marks)**

- ii) The period of protection given by the various Intellectual property rights is different”.

**You are required to:**

Explain the above statement.

**(15 marks)**

**(Total – 35 Marks)**

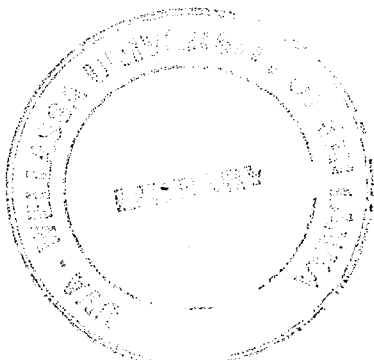
03.

- i) Illustrate the followings in relation to patent rights.

a) Patentable innovations and non-patentable innovations (08 marks)

b) Filing date of a patent (05 marks)

c) Requirements for a patent application (05 marks)



ii) How do you illustrate the followings in relation to copyrights?

a) Work protected by copyrights

(06 marks)

b) Economic and moral rights protected by copyrights

(06 marks)

c) Fair use of work

(05 marks)

**(Total – 35 Marks)**

