



Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management (BBM) in Entrepreneurship and Management

Degree of Bachelor of Business Management (BBM) Hospitality Tourism and Events
Management

FOURTH YEAR FIRST SEMESTER EXAMINATION – JULY/ AUGUST 2016

EMG 452-1/HTE 461-1 –IPR and Commercialization

Instructions to candidates:

No. of pages : One (01) Page
No. of questions : Three (03) - Essay Questions
Time : One (01) Hour
Marks allocated : Hundred (100)

Answer two (02) questions only including question number 01.

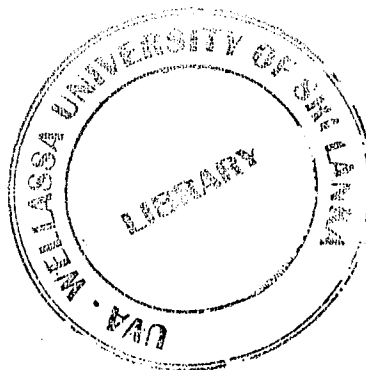
01. Assume that you have invented new type of product or process related to you field.

Write a comprehensive commercialization plan to launch your product/process successfully. (50 Marks)

02. Critically evaluate the importance of Intellectual Property Right protection to businesses and economic growth of the country by using examples. (50 Marks)

03. Write the short notes on any five (05) of following topics.

- i. Economic right
- ii. Copyright
- iii. Patent Search Report
- iv. Patentable Invention
- v. Trademarks
- vi. Industrial Design Right
- vii. Standard Setting Treaties



(50 Marks)