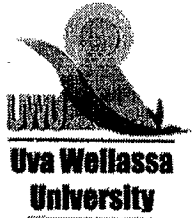




**Uva Wellassa University**  
**Faculty of Management**



**Degree of Bachelor of Science in Science and Technology and  
Degree of Bachelor of Science in Mineral Resources and Technology**

**THIRD YEAR FIRST SEMESTER EXAMINATION –SEPTEMBER/OCTOBER 2013**

**EMG 353-2- Innovation, IPR and Commercialization**  
**Part C – Commercialization**

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Answer the following question.

Marks allocation: 20 Marks

06.

- i) Discuss the need for a commercialization plan in product development.  
(08 marks)
- ii) Briefly discuss the main characteristics of the stages of product life cycle.  
(12 marks)

**(Total – 20 Marks)**