

(2)

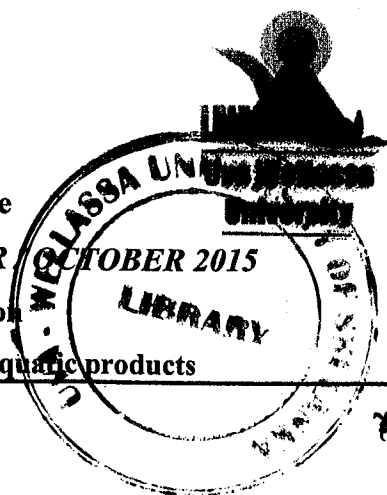
Uva Wellassa University

Faculty of Animal Science and Export Agriculture

THIRD YEAR FIRST SEMESTER EXAMINATION – SEPTEMBER/OCTOBER 2015

ANS 361-2 Entrepreneurship, IPR & Commercialization

AQT 341-2 Intellectual Property Rights and Commercialization of Aquatic products



Instructions to candidates:

No. of pages : Two (02)
No. of questions : Six (06) Essay
Time : 02 Hours
Marks allocated : 100 Marks

Index No:

Answer all questions in section "A"

Answer only one question from Section "B"

Answer only one question from Section "C"

Section "A"

Answer all questions

- 1) What changes should introduce to the law relating to the Copyrights in Sri Lanka. Explain the existing Law-based on decided cases.

(25 Marks)
- 2) How is it the existing law relating Trademark and Trade name in Sri Lanka? Is the Law similar to International conventions?

(25 Marks)

Section "B"

Answer only one question from this section

- 1)
 - i. Discuss First mover Advantages and Second mover Advantages stating real world examples.

(15 Marks)
 - ii. Discuss the factors influences on the optimal timing of business entry.

(10 Marks)

2) "Innovation is a key function of entrepreneurship because entrepreneur either creates new wealth producing resources or endows existing resources with enhanced potential for creating wealth"

"Technology S-curve framework, for the most part useful for analyzing technological cycles and predicting the introduction, adoption and maturation of innovations"

i. Discuss the steps of innovation process.

(08 Marks)

ii. Explain different types of technology adaptors with examples.

(17 Marks)

Section "B"

Answer only one question from this section

1) Assume that you have invented new type of product or process related to your field. Write a comprehensive commercialization plan to launch your product/process successfully.

(25 Marks)

2) Discuss the steps in commercialization process with relevant examples.

(25 Marks)