

Uva Wellassa University
Faculty of Management



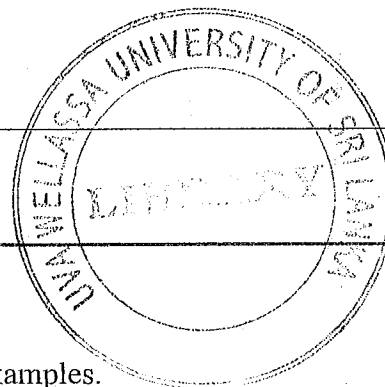
THIRD YEAR SECOND SEMESTER EXAMINATION –DECEMBER-2018/JANUARY-2019

EMG 354-2 Innovation IPR and Commercialization

Instructions to candidates:

- No. of pages : Two (02) Pages
No. of questions : Five (05) Essay Questions
Time : Two (02) Hours
Marks allocated : 100 Marks
Answer only **four (04)** questions including **question number one (01)**.

Index No:



01.

- I. Differentiate the concepts “Invention” and “Innovation” with examples.

(10 marks)

- II. Mr. Dhananjaya is an engineer and the owner of “McQueen” Machine Tech limited and recently he has invented new machinery which is more user-friendly and highly capable to minimize the product wastage in the confectionary industry. Mr.Dhanajaya wanted to commercialize his invention. You are required to outline the commercialization plan for the invention of Mr.Dhananjaya

(15 marks)

(Total 25 marks)

02.

- I. Define the term “Copy Right”.

(05 marks)

- II. Discuss the advantages of “Copy Right” to the contemporary business world with relevant examples.

(10 marks)

- III. Explain “Intellectual Property Rights” and discuss the importance of Intellectual Property Rights to an organization.

(10 marks)

(Total 25 marks)

03.

I. "Innovation is the implementation of creative ideas in to some new device or process"
Discuss above statement with sources of innovation. (12 marks)

II. Explain the steps of "Innovation Process" with relevant example. (13 marks)

(Total 25 marks)

04.

I. Define the term "Patent". (05 marks)

II. Discuss the role of Patents to enhance the competitiveness of a certain Industry.
Provide examples.

(10 marks)

III. Explain the importance of "Industrial Designs" to the present business world with
relevant examples. . (10 marks)

(Total 25 marks)

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

a. Moral Rights

b. Economic Rights

c. Trade Marks

d. Related Rights

e. Derivative works

f. Certification Marks and Collective Marks

(5 X 5 marks = 25 marks)

