

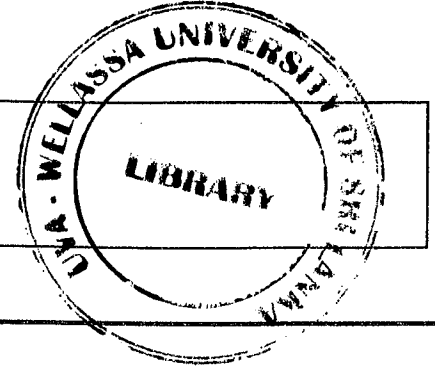
THIRD YEAR FIRST SEMESTER EXAMINATION – SEPTEMBER / OCTOBER 2015

EMG 353-2 IPR, Commercialization & Entrepreneurship

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)