



**Uva Wellassa University  
Faculty of Management**

**Degree of Bachelor of Industrial Information Technology  
THIRD YEAR FIRST SEMESTER EXAMINATION – FEBRUARY/MARCH 2012  
EMG 353-2- Innovation, IPR and Commercialization**

**Uva Wellassa  
University**

**Part B – IPR and Commercialization**

**Instructions to candidates:**

- No. of pages : Two (02)
- No. of questions : Three (03)
- Time allocation : One (01) hour
- Marks allocation : Fifty (50) marks

Index Number:

Use separate booklets to provide the answers for each section of this paper.

**Section I – Intellectual Property Rights**

Answer **only one** question.

1. All software has one or more authors who assert the right to their intellectual property in the software that they have written. Copyright applies therefore to all software whether or not you have paid money for it and the distribution and use of software is subject to a 'licence' which specifies the terms of use.
  - i. What is the law protect copy right in Sri Lanka?
  - ii. Do you think this law provides adequate protection for authors? Justify your answer.
  - iii. What is the penalty imposed for piracy under this law?

(30 marks)

2. The current debate on the proper relationship between intellectual property protection and standard setting reveals that Intellectual Property rights can indeed create a critical obstacle to those who wish to use protected works. A convincing legislative response is far from near.

Do you agree with this statement? Discuss.

(30 marks)



## Section II – Commercialization

1. Read the following case and answer the questions given below.

### Toyota: Prius

In December 1997, Toyota Motor Corporation (Toyota) of Japan launched its hybrid vehicle Prius in the Japanese market. This was one of the first mass-produced hybrid vehicles in the world. It used the Toyota Hybrid System (THS), which combined an internal combustion engine fueled by gasoline with an electric motor. Prius achieved a balance between high mileage and low emissions and was the upshot of the company's initiative to produce environment-friendly automobiles and its goal of manufacturing the 'Ultimate Eco Car'. The Prius generated a lot of enthusiasm in the industry as it was both efficient and stylish. It was also a safe car. The car conformed to Japanese regulations and standards pertaining to environmental pollution. Having sold more than 100,000 units worldwide by 2002, it was the best selling hybrid car model in the world.

The company introduced further refined models in 2000 and 2003. Toyota introduced Prius in the US market in 2000. Before entering, Toyota conducted a research study of the US market and consumer preferences there. It developed various strategies specifically for this market based on its research findings. The price of the new improved Prius was unchanged from that of the original Prius. These initiatives helped Prius to break successfully into the tough US market even though it was based on a new concept of a hybrid car. In 2001, the Automotive Engineering International recognized Prius as the 'world's best engineered passenger car. By 2002, it was being sold in North America, Japan, Europe, Hong Kong, Australia and Singapore. Analysts opined that the demand for hybrid cars would rise because of the unstable oil prices and the growing need for environment friendly products.

- a) Assume that you were the Product Development Manager of the Toyota, what are the steps you would have considered to implement the Toyota Prius invention and its commercialization? (10 Marks)
- b) Draft the commercialization plan to transform the new Toyota Prius from an idea to a profitable commercialize product? (10 Marks)