

Uva Wellassa University

Faculty of Management

**Degree of Bachelor of Business Management (BBM) in Entrepreneurship and
Management**

**Degree of Bachelor of Business Management (BBM) in Hospitality, Tourism and Events
Management**

FOURTH YEAR FIRST SEMESTER EXAMINATION – JUNE/JULY 2017

EMG 452-1/ HTE 461-1 IPR and Commercialization



Instructions to candidates:

No. of pages : Two (02) Pages
No. of questions : Four (04) - Essay Questions
Time : One (01) Hour
Marks allocated : Hundred (100)

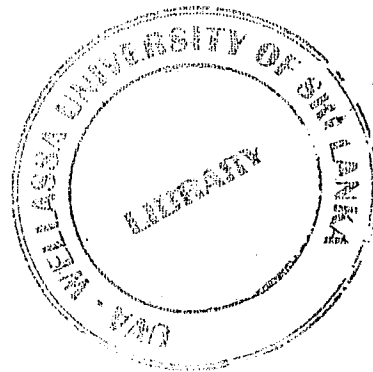
Part A – Commercialization

Answer only One (01) question.

01. Discuss the importance of commercialization plan for an inventor with relevant examples.
(50 Marks)

02. “Successful commercialization is a process that transforms an innovative idea to a profitable commercial product”.

Discuss the best practices which determine the successful commercialization of an invention by giving practical examples.
(50 Marks)



Part B- Intellectual Property Rights

Answer only One (01) question.

03. Critically discuss the importance of protecting the Trade marks under the Intellectual property rights law with respect to protect the market positioning within the industry. Your answer should support with suitable examples.

(50 Marks)

04) Write short notes on followings

- a) Economic rights and Moral rights
- b) Penalties for Infringement of Industrial designs
- c) Architecture of global IPR law
- d) Duration of Copy rights
- e) Surrender and Nullity of patent

(10X5=50 Marks)