

Uva Wellassa University

Faculty of Management

Degree of Bachelor of Science (BSc) in Computer Science and Technology

Bachelor in Industrial Information Technology

THIRD YEAR FIRST SEMESTER EXAMINATION – JUNE/JULY 2017

EMG 353-2 Intellectual Property Rights and Commercialization



Instructions to candidates:

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

Part A

Answer two (02) questions only including question number 01.

01.

- i. "Successful commercialization is a process that transforms an innovative idea to a profitable commercial product".

Discuss the best practices which determine the successful commercialization. (10 Marks)

- ii. Discuss the commercialization process with relevant examples. (15 Marks)

(Total 25 Marks)

02.

- i. Differentiate "Entrepreneurial Venture" and "Small Business". (10 Marks)

- ii. Explain the importance of "Entrepreneurship" to the economic development of a country with relevant examples. (15 Marks)

(Total 25 Marks)

03.

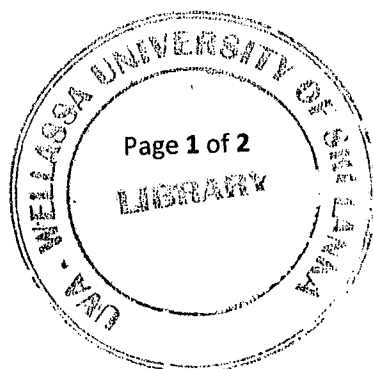
- i. Define the term "Corporate Entrepreneurship" and explain the critical steps of a corporate entrepreneurial strategy. (10 Marks)

- ii. "S-curves in technology diffusion are often explained as a process of different categories of people adopting the technology at different times". (Schilling, 2008)

Discuss the different adapter's categories in stages with product lifecycle stages.

(15 Marks)

(Total 25 Marks)



Part B

Answer only two (02) questions.

04.

- i. What are the functions of Mark? (06 Marks)
- ii. Differentiate "Certification Marks" and "Collective Marks" (06 Marks)
- iii. Briefly describe the way that the Trademarks protection could help to overcome the rigid competition within market .Your answer should support with examples. (13 Marks)

(Total 25 Marks)

05.

- i. Explain requirements for patent application. (05 Marks)
- ii. Briefly explain offenses and penalties of patent infringement. (10 Marks)
- iii. Describe how the protection of patents will create the innovative culture within the market place. (10 Marks)

(Total 25 Marks)

06.

- i. Explain the evolution of copy right law. (07 Marks)
- ii. Briefly explain the Duration of copy rights. (08 Marks)
- iii. Critically discuss the importance of copy right protection to a publisher with respect from the economic aspect. (10 Marks)

(Total 25 Marks)