



Uva Wellassa University

Faculty of Management

B.Tech in Science and Technology

B.Sc. in Mineral Resources and Technology



THIRD YEAR SECOND SEMESTER EXAMINATION – DECEMBER/JANUARY 2018

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) Hour
Marks allocated : 100 Marks

Index No:

Part A

Answer only two (02) questions including question no one (01) in Part (A)

01. Commercialization is a process that transforms an innovative idea to a profitable commercial product. (Nerkar and Shane, 2007)

Discuss the best practices that an innovator can adopt before and during the commercialization process with appropriate examples.

(Total 25 marks)

02.

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

(05 marks)

II. Explain the steps of “Innovation Process” with relevant example.

(10 marks)

III. Discuss the different adopter categories in technology diffusion.

(10 marks)

(Total 25 marks)

03.

I. Define the term “Corporate Entrepreneurship”.

(05 marks)

II. Differentiate “Architectural Innovation” and “Component Innovation” with examples.

(10 marks)

III. “Being first mover is better than being second mover or follower”.

Critically evaluate the statement.

(10 marks)

(Total 25 marks)

Part B

Answer all questions in part (B).

04.

- I. Define the term "Intellectual Property Rights". (06 marks)
- II. Explain regarding the "Right of Patent" in following situations.
 - a. Jointly made an invention (03 marks)
 - b. Inventions made by an employee or pursuant to a commission (03 marks)
 - c. Employer is entitled to accrue the rights to the patent (03 marks)
- III. Discuss the remedies for violation of Intellectual Property Rights under criminal law and civil law. (10 marks)

(Total 25 marks)

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

- a. IPR law in Sri Lanka
- b. Copyright
- c. Related Rights
- d. Industrial Design
- e. Trade Marks

(5 X 5 Marks = 25 Marks)

