



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2012/2013**

COURSE NAME : TECHNOLOGY TRANSFER
COURSE CODE : BPB 42703
PROGRAMME : 4 BPA
EXAMINATION DATE : DECEMBER 2012/JANUARY 2013
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

Q1 Samsung and Apple have been suing each other over patent-infringement claims on four continents for more than a year since the United State Company accused its rival and partner of copying some features of the iPhone and iPad.

(a) Ascertain **TWO (2)** key issues over this international patent dispute between Samsung and Apple.

(10 marks)

(b) Relate what companies need to do from now on in order to avoid patent disputes in the future.

(15 marks)

Q2 A country / organization that uses the imported technology is naturally interested in the changes and improvements that the new technology can bring about, since these, in turn form part of the information base for its own planning system.

(a) Discuss the term “technology transfer continuum”.

(5 marks)

(b) Draw a basic schematic model to provide an essential framework for establishing an appropriate, reliable and effective technological planning system for a company for a developing country.

(10 marks)

(c) Describe each of the principal elements for the Model drawn in Q2 (b).

(10 marks)

Q3 Technology transfer plays a crucial role in the development of modern market economies. The poor state of technology transfer from an enterprise in a transitional economy is due to the presence of numerous obstacles / barriers.

(a) Identify the key barriers to technology transfer of a transitional economy.

(10 marks)

(b) Examine this situation from the standpoint of an enterprise, what an enterprise operating in a transitional economy need to do in order to overcome these barriers.

(15 marks)

Q4 Technology licensing has become an important method by which many firms acquire new products. Involvement in licensing is positively associated with overall economic performance of the firm.

(a) Define license agreements.

(5 marks)

(b) Relate how commercial considerations of licensing agreements are being used effectively in company.

(5 marks)

(c) Demonstrate how managements' attitudinal differences account for successful and unsuccessful technology licensing performance licensing has become an important method by which many firms acquire new products.

(15 marks)

- **END OF QUESTION** -