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**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER I  
SESSION 2015/2016**

COURSE NAME : INNOVATION AND  
COMMERCIALIZATION  
MANAGEMENT

COURSE CODE : BPB 32603

PROGRAMME : 4 BPA

EXAMINATION DATE : DECEMBER 2015/JANUARY 2016

DURATION : 2 HOURS 30 MINUTES

INSTRUCTION : ANSWER **ALL** QUESTIONS

THIS QUESTION PAPER CONSISTS OF **FOUR (4)** PAGES

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- Q1** Assume that you are the Senior Manager of Research and Development of Nature Venture Sdn. Bhd. Your company currently involves in Biotechnology business. Your company has decided to venture into new business by producing and commercializing one (1) new product which is Organic Fertilizer. Based on decision made by Board of Directors' (BOD) meeting, you were assigned to lead the task. The first thing that you need to do is to prepare the "business proposal" for BOD's approval.

Apply **SIX (6)** steps in product development to explain the whole process that you need to consider in product commercialization.

(20 Marks)

- Q2** Based on the above mentioned product in **Q1**;

(a) Develop business model canvass for the product, using the provided template in Appendix I.

(10 marks)

(b) Describe **TWO (2)** business strategies for product commercialization.

(10 marks)

- Q3** (a) Explain the concept of situational analysis within the framework of marketing strategy with an example of one product.

(10 marks)

(b) Market segmentation is the process of dividing a market into groups of similar consumers and selecting the most appropriate group(s) of individuals for the firm to serve. Apart from the Diffusion Model introduced by Everett M. Rogers in 1995, Bottom of the Pyramid Model (BOP) can also explain the market segmentation strategies to be used by the firm.

(i) List **FOUR (4)** principles of BOP.

(4 marks)

(ii) Describe the Bottom of the Pyramid (BOP) Model with an example of one product.

(6 marks)

- Q4** (a) Explain the following sources of fund for early stage funding:
- (i) Angel investors. (3 marks)
  - (ii) Venture capital. (3 marks)
- (b) Explain **TWO (2)** types of government funding that available in Malaysia for product commercialization. (8 marks)
- (c) Describe seed funding. (6 marks)
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- Q5** (a) Outline **TWO (2)** Research and Development (R&D) challenges in innovation-led economy. (5 marks)
- (b) Describe the following commercialization challenges in Malaysia.
- (i) Collaboration. (5 marks)
  - (ii) Internal structure. (5 marks)
  - (iii) External institutional arrangement. (5 marks)

- END OF QUESTIONS -

**FINAL EXAMINATION**

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**Business Canvass Model for Organic Fertilizer**

<b>Key Partners</b>	<b>Key Activities</b>	<b>Value Proposition</b>	<b>Customer Relation</b>	<b>Customer Segments</b>
	<b>Key Resources</b>		<b>Channels</b>	
<b>Cost Structure</b>			<b>Revenue Streams</b>	