



**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

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

COURSE NAME : INNOVATION AND  
COMMERCIALIZATION  
MANAGEMENT

COURSE CODE : BPB 32603

PROGRAMME CODE : BPA

EXAMINATION DATE : JUNE/JULY 2016

DURATION : 2 HOURS AND 30 MINUTES

INSTRUCTION : SECTION A:  
ANSWER ALL QUESTIONS

SECTION B:  
ANSWER **THREE (3)** OUT OF  
FOUR QUESTIONS

THIS QUESTION PAPER CONSISTS OF **FIVE (5)** PAGES

**SECTION A**

**Q1** Mr. Alex has been appointed as a Chief Executive Officer (CEO) of Synergy Berhad. The company produce various Food Industrial Steels Products. One of the new product that the company plan to produce is Industrial Food Oven. The company has decided to commercialize the product only in Malaysia. As the new CEO, Mr. Alex has to come up with the product development planning and business model for the product.

Based on the above situation, answer the following questions:

- (a) Illustrate the steps of product development that Mr. Alex needs to follow.  
(10 marks)
- (b) Explain **TWO (2)** most relevant type of prototypes for the product.  
(5 marks)
- (c) Prepare the following aspects that can be used by Mr. Alex to commercialize the product (Industrial Food Oven) using the Business Model Canvas as in Appendix 1.
  - (i) Value propositions of the product
  - (ii) Customer Segment
  - (iii) Customer Relation
  - (iv) Key resources needed to commercialize the product
  - (v) Key partners

(10 marks)

**SECTION B**

- Q2** (a) Describe **FOUR (4)** disadvantages of market research. (8 marks)
- (b) Explain **FIVE (5)** factors that have an impact on consumers' purchasing decision. (10 marks)
- (c) (i) Define market segmentation. (2 marks)
- (ii) List **FIVE (5)** segments established under Diffusion Theory by Rogers (1995). (5 marks)
- Q3** (a) Explain the following sources of fund for early stage funding:
- (i) Angel investors (5 marks)
- (ii) Venture capital (5 marks)
- (b) Explain **THREE (3)** types of government funding that available in Malaysia for product commercialization. (9 marks)
- (c) (i) Describe seed funding. (2 marks)
- (ii) List **FOUR (4)** sources for seed funding. (4 marks)

- Q4** (a) Describe **TWO (2)** challenges in innovation-led economy that affect Research and Development (R&D) (5 marks)
- (b) Explain the following commercialization challenges in Malaysia.
- (i) Collaboration. (5 marks)
- (ii) Internal structure. (5 marks)
- (iii) External institutional arrangement. (5 marks)
- (iv) Availability of fundings. (5 marks)
- Q5** (a) (i) Define Intellectual Property. (2 marks)
- (ii) Explain **TWO (2)** theories behind Intellectual Property. (4 marks)
- (iii) Describe **FIVE (5)** roles of Intellectual Property. (10 marks)
- (b) (i) Describe Trade Mark. (3 marks)
- (ii) Explain **THREE (3)** functions of Trade Mark. (6 marks)

**- END OF QUESTIONS -**

**FINAL EXAMINATION**

PROGRAMME : 3 BPA  
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**Business Canvas 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>		