



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2017/2018**

COURSE NAME : INNOVATION AND
COMMERCIALIZATION
MANAGEMENT

COURSE CODE : BPB 32603

PROGRAMME CODE : BPA

EXAMINATION DATE : JUNE / JULY 2018

DURATION : 3 HOURS

INSTRUCTION : ANSWER ALL QUESTIONS

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

Q1



Figure Q1: Trademark

- (a) Identify **TWO (2)** functions of the Intellectual Property protection which is synonym to **Figure Q1**.
(4 marks)
- (b) Explain **THREE (3)** characteristics of law of Passing Off.
(6 marks)
- (c) Trade secret is an Intellectual Property protection. It is useful if the idea cannot be patented and the applicant confirmed that the idea is confidential.
Investigate **FOUR (4)** basic elements of Trade Secret.
(10 marks)

Q2 Pre-commercialization is a phase to support research that can lead to the innovation of products or processes for further development and commercialization. Pre-commercialization phase involved both prototyping and incubation stages.

- (a) Describe **TWO (2)** types of prototype.
(4 marks)
- (b) Point out **FOUR (4)** advantages of prototype development.
(10 marks)
- (c) Differentiate **TWO (2)** characteristics between two types of incubators.
(6 marks)

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Q3 (a) Categorized **FOUR (4)** objectives of technology commercialization for a world- class innovator.

(12 marks)

(b) University Technology Transfer Office (TTO) is responsible for the commercialization of research that takes place in a university. TTO engages in a variety of commercial activities that are meant to facilitate the process of bringing research and developments (R&D) to market. These include the gaps between University R&D activities and start-up companies.

Discover **TWO (2)** gaps between the university R&D and the start-up companies, that make it worth for TTO to operate as a channel between academia and industry.

(8 marks)

Q4 (a) A study of success and failure in the USA has found eight factors consistently influenced the success of the new technology ventures.

Explain **TWO (2)** factors that influenced the new technology ventures' success.

(5 marks)

(b) Multiple founders with complementary capabilities are essential to ensure the success of a company.

Indicate **TWO (2)** reasons for the importance of having complementary capabilities with appropriate examples.

(6 marks)

(c) Compare the following companies related to their complementary capabilities and their founders.

(i) Apple

(ii) Google

(iii) Facebook

(9 marks)

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Q5 One of the biggest challenges to start a new technology venture is to build a resource base that will allow the company to survive over the long term.

(a) Discuss **TWO (2)** risks associated to the seed capital stage. (5 marks)

(b) Analyze **THREE (3)** roles of government in the commercialization of new technology with appropriate examples. (15 marks)

- END OF QUESTIONS -

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