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Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2018/2019**

COURSE NAME : INNOVATION AND
COMMERCIALIZATION
MANAGEMENT

COURSE CODE : BPB 32603

PROGRAMME CODE : BPA

EXAMINATION DATE : JUNE / JULY 2019

DURATION : 3 HOURS

INSTRUCTION : ANSWER ALL QUESTIONS

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

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TERBUKA

- Q1** (a) Intellectual property is a mean of protecting the results of innovation and creative activity.

Describe **THREE (3)** characteristics of intellectual property.

(6 marks)

- (b) Classify **FIVE (5)** types of intellectual property.

(10 marks)

- (c) Outline **THREE (3)** benefits of prototype development.

(9 marks)

- Q2** Founded in 1865, Nokia began as a forestry company, and for almost 100 years remained in the pulp and paper industry until a series of unrelated acquisitions in the 1960s. However, in the past decade Nokia has transformed itself from a sprawling conglomerate, with a wide range of mature, low-margin products, to the world's largest manufacturer of mobile phones, with around 30% of the global market for handsets, and 60% share of the industry profits. Despite the trend towards a high-volume mass market, Nokia achieves product margins of up to 25%, compared to its rivals' 1 to 3%. The company was once the fifth largest in Europe, employs 44 000 people in 11 countries, almost half of which are Finns. Due to the high rate of growth, half of Nokia's staff has worked for the company for less than three years, and the average age is only 32. It spends around 9% of revenues on R&D, and around a third of its staff work in design or R&D. However, in 2004 Nokia began to lose sales and market share, faced with increased competition in innovation from Samsung.

- (a) Contrast the main characteristic between Nokia's and Samsung's product features.

(4 marks)

- (b) Analyze **THREE (3)** factors influencing product failure for Nokia.

(9 marks)

- (c) Categorize **THREE (3)** attributes of the profit impact of market strategy (PIMS) which relevant to the case of Nokia.

(12 marks)

- Q3** Ventures, broadly defined are a range of different ways of developing innovations, alternative to conventional internal processes for new product or service development.

- (a) Explain **TWO (2)** factors that affect the likelihood of establishing a venture.

(5 marks)

- (b) Discuss **TWO (2)** roles of venture capital in innovation.

(5 marks)

- (c) Compare definition and development categories of venture stages. (15 marks)

Q4 One of the central problem in managing knowledge is how to create and capture value.

- (a) Discuss **TWO (2)** critical tasks in managing knowledge. (5 marks)

- (b) Explain **TWO (2)** types of knowledge. (5 marks)

- (c) Demonstrate the process model linking innovation phase to knowledge management activities through a suitable example. (15 marks)

- END OF QUESTIONS -