



**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER I  
SESSION 2019/2020**

**COURSE NAME** : INNOVATION AND  
COMMERCIALIZATION  
MANAGEMENT

**COURSE CODE** : BPB 32603

**PROGRAMME CODE** : BPP

**EXAMINATION DATE** : DECEMBER 2019 / JANUARY 2020

**DURATION** : 3 HOURS

**INSTRUCTION** : ANSWER ALL QUESTIONS

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

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**Q1** Umar is a senior lecturer at Universiti Tun Hussein Onn Malaysia (UTHM). He plans to produce new biotechnology product which is tissue cell for skin, but he has no idea about steps of new product development. In future, he also plan to commercialise his new innovation through start up company. However, he does not have enough funds, facilities and manpower. He had discussed with Ali about the issues, where Ali suggested that he join a MTDC-technology incubator centre or SME Bank incubator.

- (a) Outline all steps needed by Umar to develop his new biotechnology product. (12 marks)
- (b) List **FIVE (5)** types of prototype that Umar must know. (5 marks)
- (c) State the best type of prototype for Umar's product based on your answer in **Q1(b)**. (2 marks)
- (d) Prepare all information related to type of MTDC-technology incubators centre that suit Umar's new product. (10 marks)
- (e) Discuss **FOUR (4)** project criteria under SME Bank incubation if Umar is interested to choose this incubator program. (8 marks)

**Q2** End of year 2020, Umar has successfully lauched his new biotech product. However, he lacks of funding to commercialise his product. He found that the Malaysian government provides seeds funding and early stage funding (e.g., angle investor, venture capital and government funding) for new start-up companies. In addition, he is also looking for suitable market segmentation model to successfully accelerate his new product in the market.

- (a) List **THREE (3)** levels of start-up risk. (3 marks)
- (b) Explain to Umar about seeds fundings with **THREE (3)** examples of its sources. (7 marks)
- (c) Compare **FIVE (5)** characteristics of each type of early stage fundings. (15 marks)
- (d) Illustrate **ONE (1)** of market segmentation model. (15 marks)

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- (e) Identify **THREE (3)** challenges faced by Umar to commercialise his new biotechnology.

(3 marks)

**Q3** A few years later, one of the top Korean healthcare companies approached Umar with an offer to increase his product commercialization. The Korean company believe they could be successful, therefore, they asked Umar's permission for his exclusive rights and allow them to use Umar biotechnology in Korea.

- (a) Propose commercialisation strategy to Umar.

(10 marks)

- (b) Differentiate between commercialization strategy in **Q3(a)** and Contract Manufacturing.

(10 marks)

- END OF QUESTIONS -

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