



UTHM

Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

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

COURSE NAME : TECHNOLOGY TRANSFER
COURSE CODE : BPB 44602
PROGRAMME CODE : BPA
EXAMINATION DATE : DECEMBER 2019 / JANUARY 2020
DURATION : 2 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

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

Q1 Developing nation's socio-economic growth is presented by its industrial growth that depends on its technological development acquired through technology transfer from developed countries.

- (a) State **FIVE (5)** factors that restraint the success of technology transfer. (5 marks)
- (b) Discuss **TWO (2)** indicators for a successful technology transfer process with appropriate examples. (8 marks)
- (c) Demonstrate **FOUR (4)** components of technology system and relate its level of sophistications with the success of firm's technology transfer. (12 marks)

Q2 Technology transfer by multinational enterprises (MNEs) is seen as one of the principal sources of knowledge and economic growth worldwide, as testified by the increasing focus on policies aimed at attracting and retaining international business. Market imperfections and externalities related to technology transfer and diffusion have been seen in many contexts as sufficiently important to justify government intervention. However, concerns are growing about policies and measures restricting market access, with the effect of "forcing" technology transfer. "International Technology Transfer (ITT) continuum" maps policies according to the level of concern raised for policy makers based on the degree of compulsion the policies impose on foreign firms when they interact with local counterparts and the effect they have on the extent of foreign firms' control of their proprietary technology. Intellectual property rights (IPR) of the proprietary technology are pivotal in preserving the technology owner's interests or, on the contrary, in resulting in unplanned transfers of technology when they are weak or discriminate against foreign firms.

- (a) Construct the ITT continuum. (5 marks)
- (b) Elaborate **TWO (2)** benefits of stronger IPR protections for developed and developing countries when they are involved in technology transfer. (8 marks)
- (c) Categorize **THREE (3)** main groups of policies which can affect the ITT. (12 marks)

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- Q3** (a) Define technology licensing and give example. (4 marks)
- (b) Explain **THREE (3)** factors that influence a company's decision to license in and license out technology. (9 marks)
- (c) Analyze **THREE (3)** disadvantages of technology licensing from the viewpoints of:
- (i) Licensor. (6 marks)
- (ii) Licensee. (6 marks)

Q4 The OECD Digital Services Trade Restrictiveness Index (Digital STRI) provides insights into the nature and extent of regulatory barriers affecting trade in digitally enabled services. The Digital STRI collects regulatory information on the applied policy regimes and quantifies measures into composite indices that show countries' policy environments at a given point in time in a simple and comparable manner. The tool is intended to identify regulatory bottlenecks, benchmark against other countries and international best practices, and devise roadmaps to adopt a more open and more competitive regulatory environment for firms trading in the digital realm. Rapid technological developments have fostered the tradability of services through digital networks, opened new opportunities through greater connectivity, and contributed to more data-driven solutions that enhance both services and manufacturing industries, particularly among the G20 countries. The Digital STRI covers cross-cutting barriers that inhibit or completely prohibit firms' ability to supply services using electronic networks, irrespective of the sector in which they operate. The framework is structured in five policy areas.

Source: OECD (2017)

- (a) Define G20. (2 marks)
- (b) List **THREE (3)** countries of G20. (3 marks)
- (c) Identify **FIVE (5)** policy areas of the Digital STRI. (5 marks)
- (d) Examine the scenarios of **THREE (3)** policy areas in Q4(c) using appropriate example for each policy. (15 marks)

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- END OF QUESTIONS -