



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2011/2012**

COURSE NAME : INNOVATION AND
COMMERCIALIZATION
MANAGEMENT

COURSE CODE : BPB 32603

PROGRAMME : 3 BPA

EXAMINATION DATE : JUNE 2012

DURATION : 2 HOURS 30 MINUTES

INSTRUCTION : SECTION A
ANSWER **ONE** OUT OF TWO
QUESTIONS

SECTION B
ANSWER **THREE** OUT OF
FOUR QUESTIONS
ATTACH APPENDIX I WITH YOUR
ANSWER BOOKLET

THIS QUESTION PAPER CONSISTS OF **SIX (6)** PAGES

SECTION A

Q1 Mr. Smith has been appointed as a senior Research and Development Manager of Tyco International Company in USA. The company has completed R&D for two industrial safety products; Booth and Helmet. As a new senior manager it is the main duty of Mr. Smith to proceed to the next step of commercialization which is developing prototypes for both products. Based on the above situation answer the following questions.

(a) Explain **FOUR (4)** reasons that force Mr. Smith to develop prototypes.
(15 marks)

(b) Propose any **TWO (2)** most relevant types of prototype for both products.
(10 marks)

Q2 Assuming that you are the Chief Executive Officer (CEO) of Malaysian company. The company is producing various types of business software and one of them is “**Inventory software**”. Your company has decided to commercialize the product to the Middle East countries. One of your main duties is to develop commercialization business model and strategy of your company.

(a) Using the Business Model Canvas as in **Appendix 1**, you need to prepare **THREE (3)** aspects of the model for your company.

- (i) Value propositions of the product
- (ii) Key activities that your company need to do.
- (iii) Key resources needed by your company

(15 marks)

(b) Propose any **TWO (2)** business strategies that your company can adopt.
(10 marks)

SECTION B

Q3 (a) Outline **FOUR (4)** steps in the framework of technology marketing. (15 marks)

(b) Differentiate the following **TWO (2)** groups of people in terms of their characteristics and potential market strategies (based on diffusion theory by Evert Rogers (1995) as in Figure Q3).

- (i) Innovators
- (ii) Early majority

(10 marks)

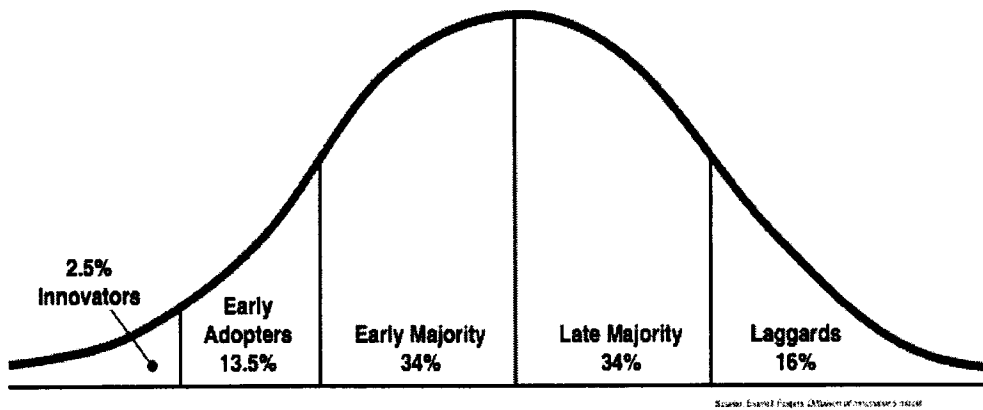


Figure Q3: Diffusion model

Q4 There are various sources of funding for technology commercialization.

(a) Explain **TWO (2)** types of government funding for commercialization available in Malaysia.

(10 marks)

(b) Describe **TWO (2)** sources of capital for early stage of commercialization.

(10 marks)

(c) Outline any **ONE (1)** risk point that is associated with technology commercialization funding.

(5 marks)

Q5 (a) Using Ansoff Matrix product as in **Figure Q5**, describe the following two strategies;

- (i) Market penetration
- (ii) Product development

(10 marks)

	Existing Products	New Products
Existing Market	Market Penetration	Product Development
New Market	Market Development	Diversification

Figure Q5: Ansoff matrix product

(b) Illustrate all the **SEVEN (7)** steps of product development.

(10 marks)

(c) Describe **TWO (2)** types of incubators.

(5 marks)

- Q6**
- (a) Discuss any **TWO (2)** commercialization of technology issues or challenges Malaysia
(10 marks)

 - (b) Analyse any **TWO (2)** questions that companies need to address in understanding their customers needs
(10 marks)

 - (c) Explain **external institutional arrangement barriers** that need to be addressed by university/research institution and industries in Malaysia.
(5 marks)

END OF QUESTION PAPER

FINAL EXAMINATION

Semester / session : II/2011/2012

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Key Partner	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue Stream	