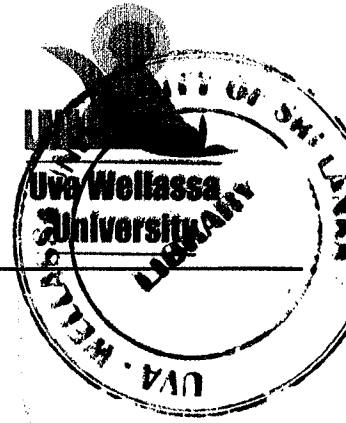


Uva Wellassa University
Faculty of Animal Science & Export Agriculture
BSc in Animal Science
End Semester Examination January/February 2016
Year III Semester II
Entrepreneurship, IPR and Commercialization (ANS 361-2)



Instructions

This paper consists of two parts, Part A and Part B.

No. of questions : Part A – Three (03) Essay Questions
Part B – Two (02) Essay Questions
No. of pages : Two (02)
Time : Two hours (02 hrs.)
Total marks allocated : 100

Part A- Innovation and Commercialization

Answer **only two (02)** questions **including question number 01** in part A.

01. “The success of an innovation depends only on the extent to which the innovation is linked with a market need”. (Slater and Narver, 1994)

You are required to:

- i. Explain and justify to which extent you agree with the above statement. (10 Marks)
- ii. Discuss the process of commercialization. (10 Marks)

(Total Marks 20)

02.

- i. Innovation won't always be successful. There is a higher tendency for innovations to meet failure too. Discuss the reasons for innovations failure with suitable examples. (15 Marks)
- ii. Discuss the process of the new product development with appropriate examples. (15 Marks)

(15 Marks)

(Total Marks 30)

03.

- i. "S-curves in technology diffusion are often explained as a process of different categories of people adopting the technology at different times". (Schilling, 2005)

Do you agree with this statement? Explain your answer. (15 Marks)

- ii. Explain the role of "Technology Clusters" in promoting innovations among organizations. (15 Marks)

(Total Marks 30)

Part B – Intellectual Property Rights

Answer all questions in part B

04. What changes should be introduced to the law relating to patents in Sri Lanka.

(25 Marks)

05. How is the existing law related to copyrights in Sri Lanka? Is the law similar to international convention?

(25 Marks)