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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2014/2015**

COURSE NAME : INNOVATION AND
COMMERCIALIZATION
MANAGEMENT

COURSE CODE : BPB 32603

PROGRAMME : 3 BPA

EXAMINATION DATE : JUNE 2015/JULY 2015

DURATION : 2 HOURS 30 MINUTES

INSTRUCTION : **SECTION A**
ANSWER **ONE (1)** QUESTION
ONLY

SECTION B
ANSWER **THREE (3)** QUESTIONS
ONLY

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

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SECTION A

Q1 Mr. David has been appointed as a Research and Development (R&D) Manager at MM Resources Sdn. Bhd. The company has completed R&D for one industrial safety products; Safety Shoe. As a new manager, Mr. David has come up with the commercialization planning for the product. The first step he has to do is to develop prototypes for both products.

Based on the above situation, answer the following questions:

- (a) Propose **TWO (2)** most relevant types of prototypes for the product. (10 marks)
- (b) Illustrate **SIX (6)** steps of prototype development that Mr. David needs to follow. (15 marks)

Q2 Based on the product information given in **Q1**, the company to has decided to commercialize the product to China. As the company's manager, Mr. David need to develop commercialization business model and strategy to commercialize the product.

- (a) Using the Business Model Canvass provided in Appendix 1, prepare the following aspects of the model that can be used by Mr. David to commercialize the product (safety shoe):
 - (i) Value propositions of the product
 - (ii) Customer segment of the product
 - (iii) Key activities the company need to do
 - (iv) Key resources needed to commercial the software
 - (v) Cost structure(15 marks)
- (b) Propose **TWO (2)** business strategies that Mr. David can adopt to commercialize the product in China. (10 marks)

SECTION B

- Q3** (a) Differentiate between internal and external sources of information in market research. (5 marks)
- (b) Explain the **FOUR (4)** steps in the framework of marketing strategy to commercial any product. (15 marks)
- (c) Discuss **TWO (2)** advantages of market research for product commercialization. (5 marks)
- Q4** (a) Outline **THREE (3)** level of risks point associated with funding for commercialization of products. (9 marks)
- (b) Describe **TWO (2)** stages of funding for commercialization of product. (8 marks)
- (c) Explain any **TWO (2)** types of government funding that available in Malaysia for product commercialization. (8 marks)
- Q5** (a) Outline **TWO (2)** commercialization challenges in Malaysia. (10 marks)
- (b) Explain **THREE (3)** types of Intellectual Property right (IPR) (15 marks)

SECTION B

- Q3** (a) Differentiate between internal and external sources of information in market research. (5 marks)
- (b) Explain **FOUR (4)** steps in the framework of marketing strategy to commercialize any product. (15 marks)
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- (b) Describe **TWO (2)** stages of funding for commercialization of product. (8 marks)
- (c) Explain **TWO (2)** types of government funding that available in Malaysia for product commercialization. (8 marks)
- Q5** (a) Outline **TWO (2)** commercialization challenges in Malaysia. (10 marks)
- (b) Explain **THREE (3)** types of Intellectual Property Right (IPR). (15 marks)

- Q6** (a) Differentiate **TWO (2)** groups of consumer in term of their characteristics based on Diffusion Theory introduced by Evert Rogers (1995) as shown in **Figure Q6**. (7 marks)

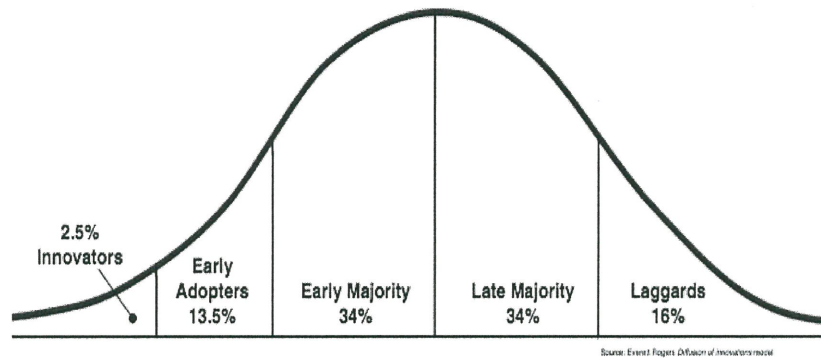


Figure Q6: Diffusion Model

- (b) Discuss **THREE (3)** important reasons for a prototype development (10 marks)
- (c) Describe **TWO (2)** types of incubators. (8 marks)

-END OF QUESTIONS-

BUSINESS CANVASS MODEL FOR SAFETY SHOE

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATION	CUSTOMER SEGMENTS
	KEY RESOURCES		CHANNELS	
COST STRUCTURE		REVENUE STREAMS		