



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF APPLIED SCIENCES

DEPARTMENT OF APPLIED CHEMISTRY

INTELLECTUAL PROPERTY AND ENTREPRENEURSHIP
SCH 6150

FIRST SEMESTER EXAMINATION QUESTION PAPER

2024

This examination paper consists of 3 pages

Time Allowed:	3 hours
Total Marks:	100
Special Requirements:	Periodic Table
Internal Examiner:	Mr. A. Ncube
External Examiner:	Prof. G. Mehlana

INSTRUCTIONS

1. Attempt Four Questions, Two from Section A and Two from Section B
2. All Questions carry equal marks (25 Marks)
3. Start each solution/ answer on a new page in your answer book
4. Write Legibly

Mark Allocation

Questions	Marks
1	40
2	20
3	20
4	20
5	20
Total Possible Marks	100

Copyright: National University of Science and Technology, 2024

SECTION A

QUESTION 1

Determination of the right path that a product development in an enterprise should take is essential to both SMEs as well as large-scale enterprises. Explain how intellectual property issues are involved in the process of business and products development. [25 Marks]

QUESTION 2

Explain the role and importance of an Intellectual Property Audit in an enterprise. [25 Marks]

QUESTION 3

- a) Define Electronic Commerce in around 100 words. [5 Marks]
- b) For each of the following intellectual property examples, state the area of Intellectual Property law that would be most appropriate for their protection: [10 Marks]
- i) A company wishes to ensure that no one else can use their logo.
 - ii) A singer wishes to assign the rights to reproduce a video she made of her concert.
 - iii) A new way to process an electronic payment on the Internet.
 - iv) A company has decided to invest in packaging, which is distinctive, and they wish to ensure that they have sole use.
 - v) A company decides to use a logo that has the same shape as its competitor but with a different colour.
- c) What are the exclusive rights of a Trademark Owner. [5 Marks]
- d) Briefly discuss the various methods of Commercialization of Intellectual Property Assets listed below: [5 Marks]
- i) Own exploitation of Intellectual Property Assets
 - ii) Sell of Intellectual Property Assets
 - iii) Licensing of Intellectual Property Assets
 - iv) Joint Ventures

QUESTION 4

- a) What is the relationship between Intellectual Property and Entrepreneurship? [10 Marks]
- b) What are the main threats to an Enterprises' Intellectual Property? [10 Marks]
- c) How does Intellectual Property affect Innovation [5 Marks]

SECTION B

QUESTION 5

- a) What categories does IP fall into? Give examples of the categories. [10 Marks]
- b) List the main features of Trade Secrets [5 Marks]
- c) Explain how Intellectual Property Rights add Value to a Business Strategy. [5 Marks]
- d) How can Entrepreneurs Optimize IP assets? [5 Marks]

QUESTION 6

- a) Developing a business strategy without taking into account Intellectual Property Rights issues may turn out to be extremely costly and wastage of valuable resources to a business. Discuss. [10 Marks]
- b) "In the present knowledge-driven economy, Intellectual Property Rights issues have assumed a pivotal role in business decision making process" Evaluate the correctness or otherwise of this quotation in the light of existing enterprises' set-ups in Developing Countries. [15 Marks]

QUESTION 7

Does IPRs play any role in the facilitation of the Five facets of business development? Discuss [25 Marks]

END OF PAPER

Copyright: National University of Science and Technology, 2024