



EBU5608 Product Development and Management

Tutorial 4
Exam practice




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A warning!

- These slides contain sample exam questions




Don't assume that,
if it's *not* in today's slides,
it *won't* be in the exam!

Don't assume that,
if it *is* in today's slides,
it *will* be in the exam!

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Exam practice


- This is **not** the exactly same format as the final exam
- You can look at your notes and text books in this practice
 - In the real exam, you can **not** look at any notes, laptops or text books!



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Exam practice: Question 1


Question: Describe the Strategic Decision-making process in relation to the allocation of funds for R&D using a diagram.



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Question 2: Sample Answer


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graph TD; CS[Corporate strategy] --> BS[Business strategies]; BS --> Q1[What are the aims of the businesses?]; Q1 --> Q2[How can R&D contribute?]; Q2 --> RTS[Research and Technology Strategy]; Q1 --> WCA[What can we afford?]; WCA --> Q2; Q2 --> AR[Allocation of resources to R&D]; AR --> CS; AR --> RTS; RTS --> MRP[Management of research projects]; RTS --> OA[Operational Activities]; MRP --> EP[Existing projects]; MRP --> SNP[Selection of new products]; OA --> TS[Technical Service]; OA --> TSc[Technology scanning];
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Exam practice: Question 2

“A digital music service provider (Spotify) is promoting and hosting a live-streamed concert by TNT on a global games console platform (Sony PlayStation) during the interval of an eSports tournament being held and promoted by a leading games publisher (Electronic Arts) working alongside a famous brand (Gucci). The brand is providing digital as well as physical merchandise to fans – they can purchase original non-fungible tokens (NFTs), exchange them for a VIP personalised experience or physical fashion items.”


Question: Consider all the different commercial entities and their assets appearing in this scenario. Outline a possible intellectual property (IP) strategy for protecting these assets. Identify the different assets and appropriate intellectual property rights attached to them.



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Question 2: Sample Answer

Intellectual property rights (IPRs) allow people to own their creativity and innovation in the same way that they can own physical property.

Music, songs, electronic art – are protected by copyright designates legal ownership of a musical composition or sound recording. This ownership includes exclusive rights to redistribute and reproduce the work, as well as licensing rights that enable the copyright holder to earn royalties.


Games console platform – the underlying software protected by copyright as an original literary work or by patent if it qualifies for protection as a software-implemented invention.

NFT token stands for "non-fungible token" – NFTs are essentially digitalised assets, which represent underlying works such as art, memes, gifs, music or graphical representation of physical items such as shoes and clothes. A question arises whether an NFT could be protectable as a work per se (e.g., independently from the underlying work). Notwithstanding the fact that originality threshold is relatively low in most jurisdictions, the act of minting may not be qualifying for copyright to subsist.

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Question 2: Sample Answer

Physical fashion items – in the fashion world, copyright protects graphic designs, artistic works, literary works and works of artistic craftsmanship. This means that protection can be given to fabrics, surface patterns and any graphic elements shown on a garment, whether a shape, badge, or wording.

Branding or logos – any signs attached to the goods or services associated with the company can be protected as trademarks.

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Questions?



Go to www.menti.com to post your questions



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