

COMPUTER SCIENCE TRIPOS Part II – 2020 – Paper 9

3 Business Studies (sam56)

Giles Murchiston, a former PhD student now graduated, approaches you with a potential Part II project. He is interested in developing a new autonomous transport system for Cambridge and would like to you to conduct a feasibility study given some of the recent research results from the Department.

- (a) Describe five types of intellectual property that might have arisen from research at the Department that Giles might need to consider licensing. [5 marks]
- (b) Given that a new transport system is likely to need investment, describe five characteristics of the transport system you should investigate that investors would be interested in. [10 marks]
- (c) When marketing the transport system describe five criteria Giles should consider in relation to customer adoption. [5 marks]