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 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]