

Exam questions last year

Question

Apple sues HTC again, 07.12.2011.

Fresh from battling with Samsung and Amazon, it looks like Apple is out for more blood. The Cupertino-based company has filed another lawsuit against the company it tried to take down earlier this year – HTC. According to reports Apple is targeting over a dozen HTC Android smartphones and the HTC Flyer tablet. Apple is aiming to block the sales of those Android devices it claims are infringing on Apple's patents. The patents in question are the same ones that are used in another complaint against Samsung – patents for scrolling operations, programmable tactile touch-screen displays, a double-sided touch-sensitive panel, a patent for scrolling, zooming and rotating content on a screen, and one that concerns portable computers.

What are the reasons for installing a patent system, in general? What are the (dis)advantages of patenting on the firm level? Do you consider the actions of Apple appropriate? Argue briefly why. (1page)

Question

'Open Innovation' is becoming increasingly popular recently. Define its ingredients. Why would firms engage in such practices? What is needed to be effective in this respect? (1page)

Question

Discuss major options that can be considered when designing the organizational structure of R&D activities. Which contingencies are advanced by T. Allen in this respect? If you would be R&D director of Alcatel-Lucent, which organizational design would you prefer and why? (1page)