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Question Paper Code: CMBB07



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

MODEL QUESTION PAPER

MBA I Semester End Examinations, Jan - 2020

Regulation: IARE-R18

INTELLECTUAL PROPERTY RIGHTS

(Master of Business Administration)

Time: 3 Hours

Max Marks: 70

Answer any ONE question from each Unit
All questions carry equal marks
All parts of the question must be answered in one place only

UNIT – I			
1	a)	Explain the roles and responsibilities of US Patent and Trademark Office(USPTO).	[7M]
	b)	Explain world intellectual property organization. Write its role in intellectual property. List out the conventions made by world intellectual property organization.	[7M]
2	a)	Write briefly about the TRIPs.Discuss the TRIPs implications on the governance of IPR protection in india.	[7M]
	b)	Explain the different types of international organizations, their features and functions.	[7M]
UNIT - II			
3	a)	Write about the various attributes of goods or services for which trademark pprotection is availed.	[7M]
	b)	Explain the two – step process of conducting trademark search and write briefly about the post-examination procedure of a trademark application.	[7M]
4	a)	Explain the various types of protectable marks.	[7M]
	b)	Distinguish between the strong mrks and weak marks discuss the salient features of Indian Trademarks act,1999.	[7M]
UNIT – III			
5	a)	Define copyright and its nature. Explain briefly about the salient features of copyright Act,1957.	[7M]
	b)	“Originality of materials, fixation of materials and work of authorship constitutes basic requirement for copyrightability”, explain.	[7M]
6	a)	Define copyright. Explain the copyright infringement. What are the remedies for misappropriation of copyright?	[7M]
	b)	What do you mena by patent licensing? Explain the various resons for engaging into the patent licensing.	[7M]
UNIT – IV			
7	a)	Define and discuss trade secrets. Explain how do we refer trade secret under TRIPs.	[7M]

	b)	when does misappropriation of trade secrets occur? How to get protectd against misappropriation of trade secrets? Who are liable for misappropriation of trade secrets?	[7M]
8	a)	Explain the concept of unfair competition. Write in detail about its various types.	[7M]
	b)	Discuss the concept of misappropriation.How it differs from the concept of passing off?	[7M]
UNIT – V			
9	a)	Intellectual property protection is the key to globalization. Discuss.	[7M]
	b)	Discuss th concepts of cybersquatting of domain names, domain disputes and the use of trademarks as metatags.	[7M]
10	a)	Write about digital millennium copyrights act(DMCA) by especially emphasising on the provisions and issues.	[7M]
	b)	What are the various guidelines that have been proposed for copyrights compliance in the electronic era? Add a note on the terms of trade.	[7M]



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I. COURSE OBJECTIVES :

The course should enable the students to:

I	Gain knowledge about types of intellectual property, international organizations, agencies and Treaties.
II	Safeguard the selecting and evaluating trade mark, trade mark registration processes.
III	Understand about fundamental of copy right law, originality of material, rights of reproduction, rights to perform the work publicly.
IV	Apply different trade secret laws related to intellectual property rights.
V	Develop trade mark law, copy right law, patent law and intellectual property audits.

II. COURSE OUTCOMES (COs):

Students who complete the course will have demonstrated the ability to do the following.

CMBB07.01	Understand the importance, federal registration and types of intellectual property rights. Awareness of principles and governing the settlement of trade dispute at the world trade organization.
CMBB07.02	Understand and explain about different international organization and their duties.
CMBB07.03	Analyze the functions of international organization and agencies.
CMBB07.04	Identify the purpose in category of marks under which the trademark registration is made internationally.
CMBB07.05	Explain the trademark evaluation and registration process.
CMBB07.06	Describe the fundamentals of copyright law and Explain originality of material and rights of reproduction.
CMBB07.07	Illustrate international copyright law with respect to ownership and registration of copyright.
CMBB07.08	Understand the trade secrets determination, misappropriation, protection for submission and litigation.
CMBB07.09	Explain the new international developments in trademarks law, copyright law and patent law.
CMBB07.10	Understand the importance of the IP audits and its duties.

Mapping of Semester End Examination to Course Outcomes:

SEE Question No.	Course Outcomes (COs)		Blooms Taxonomy Level	
1	a	CMBB07.01	Understand the importance, federal registration and types of intellectual property rights. Awareness of principles and governing the settlement of trade dispute at the world trade organization.	Understand
	b	CMBB07.01	Understand the importance, federal registration and types of intellectual property rights. Awareness of principles and governing the settlement of trade dispute at the world trade organization.	Understand
2	a	CMBB07.02	Understand and explain about different international organization and their duties.	Understand
	b	CMBB07.02	Understand and explain about different international organization and their duties.	Remember
3	a	CMBB07.03	Analyze the functions of international organization and agencies.	Understand

	b	CMBB07.03	Analyze the functions of international organization and agencies.	Understand
4	a	CMBB07.04	Identify the purpose in category of marks under which the trademark registration is made internationally.	Remember
	b	CMBB07.04	Identify the purpose in category of marks under which the trademark registration is made internationally.	Remember
5	a	CMBB07.05	Explain the trademark evaluation and registration process.	Understand
	b	CMBB07.05	Explain the trademark evaluation and registration process.	Understand
6	a	CMBB07.06	Describe the fundamentals of copyright law and Explain originality of material and rights of reproduction.	Understand
	b	CMBB07.06	Describe the fundamentals of copyright law and Explain originality of material and rights of reproduction.	Remember
7	a	CMBB07.07	Illustrate international copyright law with respect to ownership and registration of copyright.	Understand
	b	CMBB07.07	Illustrate international copyright law with respect to ownership and registration of copyright.	Understand
8	a	CMBB07.08	Understand the trade secrets determination, misappropriation, protection for submission and litigation.	Remember
	b	CMBB07.08	Understand the trade secrets determination, misappropriation, protection for submission and litigation.	Understand
9	a	CMBB07.09	Explain the new international developments in trademarks law, copyright law and patent law.	Remember
	b	CMBB07.09	Explain the new international developments in trademarks law, copyright law and patent law.	Remember
10	a	CMBB07.10	Understand the importance of the IP audits and its duties.	Understand
	b	CMBB07.10	Understand the importance of the IP audits and its duties.	Understand

Signature of Course Coordinator

HOD, MBA