



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

MASTER OF BUSINESS ADMINISTRATION

TUTORIAL QUESTION BANK

Course Name	:	INTELLECTUAL PROPERTY RIGHTS
Course Code	:	CMBB07
Class	:	MBA I Semester
Branch	:	MBA
Academic Year	:	2019– 2020
Course Coordinator	:	Ms. K.L.Revathi, Assistant professor
Course Faculty	:	Ms. K.L.Revathi, Assistant professor

COURSE OBJECTIVES:

The course should enable the students to:

I	Build knowledge and also importance in fundamental of Intellectual Property (IP), International organizations, associations and different treaties.
II	Familiarize with the rights of owners.
III	Understand with the procedures of evaluation, registration, protection and acquisition of trademarks.
IV	Educate student about the new developments in the law of intellectual property rights.
V	Develop trade mark law; copy right law, patent law and intellectual property audits.

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.
CMBB07.02	Understand and explain about different international organization and their duties.
CMBB07.03	Analyze the function(s) 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	Identify searching process and transfer of ownership in patents.
CMBB07.09	Understand the trade secrets determination, misappropriation, protection for submission and litigation.
CMBB07.10	Explain the new international developments in trademarks law, copyright law and patent law.
CMBB07.11	Learn the significant role played by the IP audits and decision making
CMBB07.12	Understand the importance of the IP audits and its duties.

TUTORIAL QUESTION BANK

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
UNIT-I			
INTRODUCTION TO INTELLECUAL PROPERTY			
PART-A (SHORT ANSWER QUESTIONS)			
1	Define intellectual property.	Remember	CMBB07.01
2	Discuss intellectual property rights.	Understand	CMBB07.01
3	Explain the condition of purchase a book and make photocopies of it and sell, Is it violation.	Understand	CMBB07.02
4	Enumerate with an example of why intellectual properties need to be protected.	Remember	CMBB07.02
5	Describe how monopoly nature of owner is controlled by Patent Trademark Organization.	Understand	CMBB07.02
6	Explain how long will patent protections for the invention for which application was filed on August 10 and patent was issued on January 28, 2003 last.	Remember	CMBB07.02
7	How long will the copy right last if a novel written by Moby Dick in 1851 and died in 1891?	Understand	CMBB07.02
8	Explain how long protections for the song composed by bala in1982 last will.	Remember	CMBB07.02
9	Define trademark.	Understand	CMBB07.01
10	Write few lines about service mark.	Remember	CMBB07.01
11	What is united states trademark law from which time trademark is considered?	Understand	CMBB07.02
12	Explain the time validity for registered trademark.	Remember	CMBB07.02
13	Give brief explanation about the additional period of protection with trademark renewal.	Understand	CMBB07.01
14	Discuss the protection time period for utility and plant patents.	Remember	CMBB07.02
15	What is the protection time period for design patents?	Remember	CMBB07.01
PART-B (LONG ANSWER QUESTIONS)			
1	Explain different types of intellectual property in detail.	Understand	CMBB07.02
2	What are the functions of international intellectual property organizations?	Remember	CMBB07.01
3	State some of the agencies and treaties of intellectual property.	Understand	CMBB07.02
4	What is the importance of intellectual property rights?	Remember	CMBB07.01
5	Write few lines about IPR? Do you think this is useful rights for us? Explain.	Understand	CMBB07.02
6	Explain about International Organizations, Agencies, and Treaties.	Remember	CMBB07.01
7	Discuss whether the following items would be protectable as trademarks, copyrights, patents, or trade secrets: a) 'Freeze You' as the name of a new type of ice cream b) a company's plans for its future business operations and possible mergers c) a new type of rose d) a new slogan to be used by Burger King e) a new novel by Toni Morrison	Understand	CMBB07.01
8	Distinguish between Trademark and Trade secrets.	Understand	CMBB07.01
9	Explain why agencies responsible for Intellectual Property Registration with any two examples.	Remember	CMBB07.01
10	Describe the importance of International organization? When it was established.	Understand	CMBB07.02
PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)			
1	Categories whether the following items would be protectable as trademark, Copyrights, Patents or Trade Secrets: a) a vacuum cleaner (the name of a new type of ice cream)	Remember	CMBB07.02

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
	b) a company's plans for its future business operations and possible mergers c) a new type of rose d) a new slogan to be used by Burger King e) a new novel by Toni Morrison		
2	Understand Mc Donald's Corporation has filed a trademark application for MCMAGIC MIXERS for new condiment blends, will the mark be protectable if so explain.	Understand	CMBB07.02
3	Discriminate types of copyrights in cinema autography in India.	Remember	CMBB07.01
4	Estimate the time period for the protection of son "Allentown" was composed Billy Joel in 1982.	Remember	CMBB07.01
5	Calculate the loss occurred to the US for infringement in IP and counterfeiting of goods and piracy	Understand	CMBB07.02
6	Write about the following terms: a) Trademark and Service marks b) Copyrights c) Patent d) Trade Secrets	Understand	CMBB07.01
7	Explain the scope of searching in Trademark.	Remember	CMBB07.02
8	Write the procedure for "use of mark" owned by Third parties.	Remember	CMBB07.01
9	What is the New Development in Assignment of Domain Names under Trademark law?	Understand	CMBB07.01
10	Explain cyber squatters and the dilution doctrine under protecting a Domain name in Trademark.	Understand	CMBB07.02
UNIT-II			
TRADE MARKS			
PART-A(SHORT ANSWER QUESTIONS)			
1	Explain the purpose of Trademark.	Remember	CMBB07.03
2	Define goodwill.	Understand	CMBB07.03
3	What is origin function of trademark?	Remember	CMBB07.03
4	Explain the trademark rights arise in law of United states.	Remember	CMBB07.04
5	Write the Quality guarantee in function of trademark.	Understand	CMBB07.03
6	State some few lines about the Advertising function of trademark.	Remember	CMBB07.04
7	Write about the procedure for recognizing trademark in France.	Understand	CMBB07.04
8	Define the uses of acquisition of Trademark rights.	Understand	CMBB07.03
9	Give examples for acquisition of Trademark rights taken place.	Remember	CMBB07.04
10	Explain how protectable matter did rises and on what basis it is adopted.	Understand	CMBB07.04
11	Define evaluating trademark.	Understand	CMBB07.03
12	Evaluate the trademark.	Remember	CMBB07.04
13	Explain how the trademarks and service marks properly identified and used.	Remember	CMBB07.03
14	Classify the types of marks.	Understand	CMBB07.04
15	Give some examples for trade mark selection.	Remember	CMBB07.03
PART-B (LONG ANSWER QUESTIONS)			
1	Explain acquisition of trademark rights.	Remember	CMBB07.03
2	Write the procedure for Selecting and evaluating of trademark.	Remember	CMBB07.04
3	Discuss the functions of trademark.	Understand	CMBB07.03
4	Describe Protectable matter.	Understand	CMBB07.03
5	Explain trademark registration processes.	Remember	CMBB07.04
6	Discuss the method of protecting the prior-used trademarks in the system of acquisition-through-registration.	Understand	CMBB07.03

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
7	Explain the reasons for protecting trademarks in the system of acquisition?	Remember	CMBB07.03
8	Discuss new developments in Trademark Law? How do you avoid cyberspace trademark issues.	Understand	CMBB07.03
9	Explain how do you select and evaluate Trademark.	Remember	CMBB07.04
10	Write about the process of Trademark.	Remember	CMBB07.03
PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)			
1	Devise an application for registration of different types of marks in PTO and an Indian IPR organization.	Understand	CMBB07.04
2	Distinguish the register mark AVALON BAY PERFUME and AVALAR BAY PERFUME? Discuss whether the marks are confusingly similar and will they accepted by the PTO, explain.	Remember	CMBB07.03
3	Illustrate the basis for filling application and methods of use with appropriate acts.	Understand	CMBB07.03
4	Describe the type of specimen that would support use of the following marks: PLAYROOM (for child care centre services) AQUARIUM (for restaurant services)	Understand	CMBB07.03
5	Explain if an application for INTEGRA COMPUTER SERVICES (for computer consulting services) is refused registration on the basis that the mark is merely descriptive, how the applicant should respond.	Remember	CMBB07.03
6	What are Post registration procedures?	Remember	CMBB07.04
7	Discuss about the advantages of Trademark use and compliance policies.	Remember	CMBB07.04
8	Describe the Procedure for transfer of ownership in Trademarks.	Understand	CMBB07.03
9	Explain about Inter parties and inter party's proceedings? What is the role of Inter parties?	Understand	CMBB07.03
10	What are the cases defined in Infringement of Trademarks?	Understand	CMBB07.03
UNIT-III			
LAW OF COPYRIGHTS AND PATENTS			
PART-A(SHORT ANSWER QUESTIONS)			
1	Define the law of copyrights.	Remember	CMBB07.05
2	Write the Fundamental of Copyrights laws was formulated.	Remember	CMBB07.05
3	Discuss the originality of material in copyrights.	Understand	CMBB07.05
4	Explain the rights of reproduction in copy rights.	Understand	CMBB07.06
5	Write the procedure of 'rights to perform the work publicly' in copy rights.	Remember	CMBB07.05
6	Explain how the copy right ownership issues are solved.	Understand	CMBB07.06
7	Discuss how the copy rights are registered.	Remember	CMBB07.05
8	State few lines about copy rights.	Remember	CMBB07.06
9	Write about the procedure for 'the notice of the copy right' is prepared.	Understand	CMBB07.06
10	Explain how the ownership rights and transfers are taken place.	Remember	CMBB07.06
1	Define the rights of ownership issues.	Remember	CMBB07.05
2	Write surplus age in Copyright Notice.	Understand	CMBB07.06
3	Describe the procedure restoration of Copyright is done.	Understand	CMBB07.06
4	List out the copyright excluded from protection.	Remember	CMBB07.05
5	Explain "Works made for Hire" .	Understand	CMBB07.06
6	Distinguish the patent searching process and how it is taken place.	Understand	CMBB07.06
7	Discuss the Foundation of patent law.	Understand	CMBB07.06
8	Describe the advantages of Law of patent.	Remember	CMBB07.05
9	What did you understand about Law of patents?	Understand	CMBB07.06
10	Illustrate patent searching process.	Understand	CMBB07.05
PART-B(LONG ANSWER QUESTIONS)			
1	Explain about copyright Law and when it was founded.	Remember	CMBB07.05

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
2	Discuss about the Rights under the 1976 copyright act.	Understand	CMBB07.06
3	Explain the subject matter of copyright.	Understand	CMBB07.05
4	Define the fundamental of Copyright Law.	Remember	CMBB07.06
5	What is originality of material and how it is identified?	Understand	CMBB07.05
6	Explain the rights afforded by copyright law.	Remember	CMBB07.05
7	Discuss the rights of reproduction.	Understand	CMBB07.06
8	Discuss about “the rights to perform the work publicly” and explain it.	Remember	CMBB07.06
9	State copyright ownership issues.	Remember	CMBB07.06
10	Explain when the terminations of transfers of copyrights take place.	Understand	CMBB07.06
UNIT-III			
1	Discuss about copyright infringement? Explain.	Understand	CMBB07.05
2	Differentiate Contributory Infringement and Vicarious Infringement.	Remember	CMBB07.06
3	Discuss about new developments in copyright law? What are they?	Remember	CMBB07.05
4	Explain the international copy right law.	Understand	CMBB07.05
5	Define Patentability? Explain the utility of patents.	Understand	CMBB07.06
6	Explain the Digital Millennium Copyright Act.	Remember	CMBB07.05
7	Discuss New development in Copyright.	Understand	CMBB07.05
8	Explain Vessel Hull Protection in Copyright.	Remember	CMBB07.06
9	Write the Gray Market Goods.	Understand	CMBB07.06
10	Give some notes about the need of patent searching? Explain.	Understand	CMBB07.06
PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)			
1	Classify the following as likely copyrightable or not copyrightable: a) a live broadcast of a radio program; b) a speech written for the secretary of defence; c) the artwork for the cover of a CD; d) a new method of calculating the value of business	Remember	CMBB07.05
2	Is highly stylized electric mixer can be copyrightable? Discuss.	Understand	CMBB07.05
3	If two artists can paint an oil painting of Niagara Falls, which painting receives copyrights protection? Discuss.	Understand	CMBB07.06
4	Describe the principles governing while a purchased book is later sold to others.	Remember	CMBB07.05
5	Explain the violation of copyrights in dramatic performances on television channels and cinema autography.	Understand	CMBB07.06
UNIT-IV			
TRADE SECRET AND UNFAIR COPETITION			
PART-A (SHORT ANSWER QUESTIONS)			
1	Write about Trade secrets.	Remember	CMBB07.07
2	Explain the determination of trade secrete status.	Understand	CMBB07.08
3	Determine the affect for misappropriations of trade secrets.	Remember	CMBB07.07
4	Write the procedure to be followed for protection for submission.	Understand	CMBB07.08
5	Discuss about trade secrets.	Understand	CMBB07.07
6	Explain liability for misappropriation of trade secrets.	Remember	CMBB07.08
7	Discuss about the protection for submission?	Understand	CMBB07.07
8	Explain defenses to Trade Secret Misappropriation? Give to remedies for Misappropriation.	Remember	CMBB07.08

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
9	Define trade secret protection programs.	Understand	CMBB07.07
10	Describe trade secret protection program.	Remember	CMBB07.08
11	Explain about the new developments in International Trade secrets law.	Remember	CMBB07.07
12	Give five physical protections in trade secret protection program.	Understand	CMBB07.08
13	Write four written agreements? Briefly explain them.	Remember	CMBB07.07
14	Discuss unfair competition.	Understand	CMBB07.08
15	State about unfair competition act? When it came into existence.	Understand	CMBB07.07
PART-B (LONG ANSWER QUESTIONS)			
1	Define Trade Secrets Law? Explain about Trade Secrets Law.	Understand	CMBB07.07
2	Explain the liability for misappropriation of trade secrets.	Remember	CMBB07.07
3	Illustrate Trade Secret Litigation.	Understand	CMBB07.07
4	Discuss about trade secret protection programs? Explain.	Remember	CMBB07.08
5	Write about new development in International trade secrets law? What are they?	Understand	CMBB07.07
6	Explain about unfair competition? Write its types.	Understand	CMBB07.08
7	Discuss right of publicity? Explain.	Remember	CMBB07.07
8	State Misappropriation in Trade Secrets and how the Right of Publicity help in misappropriation.	Remember	CMBB07.08
9	Illustrate whether the New Developments in the Right of Publicity is necessary, if so in what way.	Remember	CMBB07.07
10	Explain false advertising with examples.	Understand	CMBB07.08
PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)			
1	Explain the action taken by PepsiCo? On a competitor selling another type of cola beverage in Pepsi bottles.	Remember	CMBB07.07
2	State about European patent organization and what are its duties.	Remember	CMBB07.08
3	Classify the liability for misappropriation of trade secrets.	Understand	CMBB07.07
3	Explain different types of remedies for misappropriation from a court.	Understand	CMBB07.08
5	Discuss the remedies for Mr?Woods for using his photograph in the following: a) an advertisements for golf clubs b) a new story about young golfers; and c) an advertisement for pizza	Remember	CMBB07.07
6	What is patentable subject matter? Write with suitable examples?	Understand	CMBB07.08
7	Write the methods of Patent searching process.	Remember	CMBB07.07
8	Explain about patent infringement Litigation.	Remember	CMBB07.08
9	Write five new developments in International Patent.	Understand	CMBB07.07
10	State some of the remedies in patents infringement.	Remember	CMBB07.08
UNIT-V			
NEWDEVELOPMENT OF INTELLETUAL PROPERTY			
PART-A(SHORT ANSWER QUESTIONS)			
1	Discuss New Developments in Patent Law.	Understand	CMBB07.09
2	Write about International patent protection.	Understand	CMBB07.10
3	Explain how the International patent protection act is used.	Understand	CMBB07.09
4	Discuss about International Patent protection.	Remember	CMBB07.10
5	Explain about the Paris convention.	Remember	CMBB07.09
6	When did Paris convention established and for what.	Understand	CMBB07.10
7	Explain why the Paris convention is introduced.	Remember	CMBB07.09
8	Discuss about copy write law.	Understand	CMBB07.10
9	Define the copy write law is useful.	Understand	CMBB07.09
10	Describe the reasons for introducing copyright law.	Remember	CMBB07.10
11	Explain about intellectual property audit.	Remember	CMBB07.09
12	Write the duties of IP audit.	Understand	CMBB07.10

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
13	Discuss about the International trade mark Law.	Understand	CMBB07.09
14	Discuss about the International patent law.	Remember	CMBB07.10
15	Describe the advantages of International Patent law.	Understand	CMBB07.09
PART-B(LONG ANSWER QUESTIONS)			
1	Explain about the new developments in Trademark law.	Remember	CMBB07.09
2	Discuss how do you protect a domain name? Explain the precautionary steps to be taken for protecting domain name in trademark.	Remember	CMBB07.10
3	State how the cyber crime can control in trademark? How you hyperlink.	Understand	CMBB07.09
4	Explain cyber squatters and the Anti cyber squatting consumer Protection Act.	Understand	CMBB07.10
5	Discuss new development in protecting copyright law? What are they? Explain.	Remember	CMBB07.09
6	Explain how a copyright protection is overcoming the cyber crime.	Understand	CMBB07.10
7	Describe about copyright protection act? How the copyright protection for automated database is processed.	Understand	CMBB07.09
8	State copyright in the electronic age.	Remember	CMBB07.10
9	Describe the digital millennium copyright act.	Understand	CMBB07.09
10	Explain the new developments in copyright and recent developments in copyright law.	Remember	CMBB07.10
PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)			
1.	Explain new developments in the copyright protection for following: a) Computer programs b) Video games c) Piracy of software	Remember	CMBB07.09
2	Describe the new development in patent law relating for the: a) Business method b) Software patents c) Biotechnology patents	Understand	CMBB07.10
3	Illustrate the importance of IP audit in different business organization.	Understand	CMBB07.09
4	Explain the practical aspects of IP audits and process of conducting audit.	Understand	CMBB07.10
5	Distinguish International trademark law and copy right law.	Understand	CMBB07.09
6.	Discuss what type of Trademark Dilution is involved for each of the following and why it is in Trademark Dilution? a. Lexuz photocopiers b. Nestle pens c. Barbie's Toys d. Mattle's Head shop	Understand	CMBB07.10
7.	Write the advantages and disadvantages of TRIPs.	Remember	CMBB07.09
8.	Explain EPO.	Understand	CMBB07.10
9.	What is Digital Millennium Copyright Act?	Understand	CMBB07.09
10.	Write recent Developments in Copyright law.	Understand	CMBB07.10

Prepared by:
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