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**RV COLLEGE OF ENGINEERING®**

Autonomous Institution affiliated to VTU

V Semester B. E. MAR-APR 2024 Examinations

**DEPARTMENT OF INDUSTRIAL ENGINEERING AND MANAGEMENT****INTELLECTUAL PROPERTY RIGHTS & ENTREPRENEURSHIP**

(2021 SCHEME)

**Time: 03 Hours****Maximum Marks: 100****Instructions to candidates:**

1. Answer all questions from Part A. Part A questions should be answered in first three pages of the answer book only.
2. Answer FIVE full questions from Part B. In Part B question number 2 is compulsory. Answer any one full question from 3 and 4, 5 and 6, 7 and 8 and 9 and 10.

**PART – A (Objective type for one or two marks)**  
**(True & false and match the following questions are not permitted)**

1			Marks
	1.1	Intellectual Property Rights (IPR) protect the use of information and ideas that are of _____ Values	01
	1.2	On getting the application for registration, the _____ may appoint an examiner to check whether the design is registerable under the Act or not	01
	1.3	_____ is the violation of rights of a right owner thereby unlawfully trespassing to his right or privilege	01
	1.4	BIS Hall mark is an example for _____ mark	01
	1.5	In case of shorthand writer, the copyright belongs to the _____	01
	1.6	When the patentee agrees to give another person certain defined right in the patent with immediate effect, by a document (e.g. a letter), and not by an agreement, the assignment is termed as _____	01
	1.7	The term of posthumous work subsist for _____ years	01
	1.8	Compulsory license is issued after the expiry of _____ years	01
	1.9	A wildlife programme broadcast earlier by the Discovery channel is again broadcast by the Doorsarshan without any licence or consent from the Discovery channel to do so. Is there an infringement of the Broadcasting reproduction right Justify.	02
	1.10	Identify three essential legal requirements for trade secrets	02
	1.11	Give any four examples of possible Indian Geographical Indications	02
	1.12	List any two characteristics of a successful entrepreneur?	02
	1.13	Jack, a college final year student, is from a well-off business family. He has spotted an opportunity in his hometown related to the production of electricity using wind. Can he become an entrepreneur and turn this into a venture? Which of the following statements do you agree with	02
	1.14	List any two common cases of cybercrime	02

## PART – B (Maximum subdivision is limited to 4 in each question)

UNIT – I			
2	a	Name the different type of Intellectual property rights and their meaning with an example.	08
	b	What is patent information? Briefly explain the significance of using the patent information. How does a patent document help in R&D?	08

UNIT - II			
3	a	Difference between Trademark Infringement and Passing Off	08
	b	What do you mean by the word 'Trade Mark'? Innumerate in brief the complete Procedure for registration of a trade Mark with the help of flowchart.	08
OR			
4	a	What's the difference between a registered and unregistered trademark?	08
	b	What are the criteria to select a good trademark? Explain each criteria with an example.	08

UNIT - III			
5	a	When does Copyright infringement occur? What does not amount to Copyright infringement in India?	10
	b	Will cybercrime in the coming years affect hacker attacks aimed at technology devices of the Internet of Things? Explain	06
OR			
6	a	Justify how Industrial Design can bring more credibility to an organization with the help of detailed case study.	08
	b	Discuss the procedure for the registration of the copyright?	08

UNIT - IV			
7	a	What are some common challenges and obstacles that entrepreneurs often encounter in their business ventures in detail?	08
	b	Illustrate the myths of Entrepreneurs in detail.	08
OR			
8	a	What are the specific challenges that women entrepreneurs face along their entrepreneurial journey, and how do these obstacles impact their ability to start, grow, and sustain successful businesses?	08
	b	What are the characteristics of successful Entrepreneurs? Discuss and give examples of any two early Indian entrepreneurs and throw some light on their enterprises.	08

UNIT - V			
9	a	Why do some business fail? How can the business avoid these pitfalls	10
	b	Define Business model innovation. Give some examples of business model innovation in India	06
OR			
10	a	What are business opportunities? How do you evaluate and prioritize business opportunities	08
	b	What is the procedure for setting up an enterprise?	08

.....Q.P.Code (For office use only)

Course Code: 21IM53	Course Title: OPEARTIONS MANAGEMENT
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**PART-A**

Q.No	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	1.10
B T	2	2	2	1	2	2	2	2	3	2
COs	1	1	1	2	2	2	3	3	1	2
Q No	1.11	1.12	1.13	1.14	1.15	1.16	1.17	1.18	1.19	1.20
B T	2	3	3	1						
COs	4	3	4	3						

**PART-B**

Question No		B T Levels	Cos addressed		Question No		BT Levels	Cos addressed
2	a	2	1		3	a	3	3
	b	1	1			b	2	3
	c					c		
	d					d		
4	a	3	3		5	a	2	2
	b	2	3			b	2	2
	c					c		
	d					d		
6	a	2	2		7	a	2	3
	b	3	2			b	3	3
	c					c		
	d					d		
8	a	2	3		9	a	3	4
	b	2	3			b	2	4
	c					c		
	d					d		
10	a	2	4		11	a		
	b	2	4			b		
	c					c		
	d					d		

Signature of Scrutinizer:

Signature of Chairperson:

Name:

Name: