



RV College of Engineering®

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DEPARTMENT OF
INDUSTRIAL ENGINEERING & MANAGEMENT

Date : 6th Apr 2025	CIE - II	Max. Marks : 10 + 50
Semester : VI	UG	Duration : 30 + 90 Min
Course Title: Entrepreneurship & Intellectual Property Rights		Course Code : HS361TA

Note:

1. Answer all the Questions.

Sl. No	Questions	M	BT	CO
Part - A				
1.	Define Eco - Labelling.			
2.	Differentiate between trademark and passing off. (Any two points)	2	2	4
3.	What is a Collective Trademark	2	2	5
4.	What is a Break-even point in the context of business operations.	2	2	4
5.	Why is a financial plan important in a business plan?	2	2	3
Part - B				
1.	Discuss any two important trademark infringement cases, highlighting their impact on trademark law.	10	3	3
2.	Explain the difference between registrable and non-registrable trademarks. Discuss the criteria that make a trademark registrable and provide examples of marks that cannot be registered.	10	3	4
3.a	The Soil Association, a UK-based organic certification organization, owned a registered eco-label that certified products meeting strict organic farming standards. The Association of British Growers (ABG) used a mark similar to the Soil Association's eco-label on their products without permission. Whether ABG's unauthorized use of the Soil Association's eco-label constituted trademark infringement and whether it misled consumers into believing the products were certified organic by the Soil Association. Discuss.	05	3	5
3b.	ITC Ltd., an Indian conglomerate, owned the trademark "Munch" for its chocolate products. Nestle India Ltd. started marketing a chocolate bar also named "Munch." ITC alleged that Nestle's use of the mark was deceptively similar and infringed its trademark rights. <ul style="list-style-type: none">• Whether Nestlé's use of the mark "Munch" infringed ITC's registered trademark by creating deceptive similarity.• Whether consumers were likely to be confused or misled by the similarity of the marks.• Is Nestlé's use amounted to unfair competition or passing off.	05	4	5
4.	Discuss the following aspects related to new product development and innovation: a) How can identifying market opportunities and trends influence the ideation process? b) Explain the role of integration of engineering principles and cross-disciplinary collaboration in technological innovation. c) Describe the methods to assess market feasibility and demand analysis for a new product. d) Discuss how technical feasibility is evaluated through prototype development and proof of concept. e) Outline the key components of financial feasibility analysis including cost estimation and revenue projection.	10	2	3
5.	Describe the SWOC analysis and explain Porter's generic competitive strategies with examples.	10	3	3