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**RV COLLEGE OF ENGINEERING®**

(An Autonomous Institution affiliated to VTU)

V Semester B. E. Examinations Mar/Apr 2023

COMMON TO EE / CS / ET / IS / BT / EC

**INTELLECTUAL PROPERTY RIGHTS AND ENTREPRENEURSHIP***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, 7 and 8 are compulsory. Answer any one full question from 3 and 4 & one full question from 5 and 6.

**PART-A**

1	1.1	On what basis, the total royalty on the book sold is computed under the copyright agreement?	01
	1.2	If a person uses someone's song as a background in his movie, then such an act could be an example for _____.	01
	1.3	International copyright is governed by the _____ Convention.	01
	1.4	A business arrangement where one party allows another party to use a business name and sell its products or services is known as _____.	01
	1.5	List the characteristics of an Entrepreneur?	02
	1.6	Why are small businesses important to country's economy?	02
	1.7	From a college computer, person 'A' learned how to copy programs. Person 'B' asked 'A' to copy a program for his home use. What would be the most ethical response?	02
	1.8	What are the knowledge requirements of an entrepreneur?	02
	1.9	What should be the main worry of a company's founder who asks for capital in exchange for equity shares in their venture?	02
	1.10	List the motivations to be an entrepreneur.(any two)	02
	1.11	What are: a) Manufacturing Enterprises b) Service Enterprises	02
	1.12	List the characteristics of a good trade mark.	02

**PART-B**

2	a	Intellectual property can be categorized into artistic or commercial as per the nature of work. Justify.	08
	b	Turmeric is a well-known remedy for various injuries and beauty treatments. State the nature of IPR protection given by law.	08
3	a	Briefly explain the procedure of registering a trademark.	08
	b	Briefly explain the rights conferred to the person after the trademark registration.	08

**OR**

4	a	Briefly explain the chances of refusal of a trademark application.	08
	b	Briefly explain the exceptions to the trademark rights granted to a person.	08
5	a	Briefly explain the need for protecting an industrial design.	08
	b	Briefly explain the procedure of protecting computer software.	08
<b>OR</b>			
6	a	Consider you are into a media business and planning to start a new broadcasting unit. Discuss about the rights you may exercise.	08
	b	Briefly explain the constraints of the design that cannot be protected by Industrial Design rights.	08
7	a	Entrepreneurial talents are the backbone of Indian economy. Justify.	08
	b	Briefly explain how an entrepreneur perceives opportunity, plan, organize resources and succeed the goal set.	08
8	a	Briefly explain any one success and a failure story of an entrepreneur in India.	08
	b	Briefly explain how design thinking helps the entrepreneur's success.	08