



RV College of Engineering®

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DEPARTMENT OF
INDUSTRIAL ENGINEERING & MANAGEMENT

Date : 23 rd June 2025	Improvement CIE	Max. Marks : 10 + 50
Semester : VI	UG	Duration : 30 + 90 Min
Course Title: Entrepreneurship and Intellectual Property Rights		Course Code : HS361TA

Note:

1. Answer all the Questions.

SL No	Questions	M	BT	CO
Part – A				
1.	List 4Ps of marketing?	2	1	3
2.	Define Unique Value Proposition (UVP)?	2	2	4
3.	What is budgeting?	2	1	4
4.	What is 'fair use' in copyright law?	2	2	4
5.	List any two rights granted to broadcasting organizations and performers?	2	2	4
Part – B				
1	Explain branding with examples. How do Branding contribute to business success?	10	2	3
2	Describe the key functions of Human Resource Management.	10	2	4
3	A startup company designs an ergonomic and uniquely shaped water bottle with an aesthetic twist for sports users. They want to protect the design under Indian law. Explain the features of industrial design protection and the procedure to obtain protection.	10	2	4
4	A freelance photographer named Arjun took a series of wildlife photographs during a jungle safari. One of his photos went viral after being posted on social media. A popular travel magazine downloaded the image and used it in a commercial advertisement without seeking Arjun's permission or providing any credit. Arjun discovers this usage and wants to take legal action. Discuss the rights Arjun has under the Copyright Act, 1957, possible remedies available to him.	10	1	4
5	InnoTech Solutions, a Bangalore-based AI startup, developed a proprietary algorithm for real-time fraud detection in digital payments. The startup had not patented the algorithm to maintain it as a trade secret. A junior developer, Akhil, who worked on the codebase, left and started his own company using a similar algorithm. InnoTech sued Akhil for misappropriation of trade secrets, citing his employment contract's confidentiality clause. a) Discuss the legal provisions or frameworks applicable for protecting trade secrets in India. Which laws or doctrines can be used in the absence of a dedicated Trade Secrets Act? Evidence Required b) Analyze the possible legal arguments both the plaintiff and the defendant can present in a trade secret misappropriation case c) What type of evidence is essential to prove trade secret infringement or misuse in court? Provide examples relevant to the case.	10	1	4