**18HSI51**

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**USN**

**RV COLLEGE OF ENGINEERING®**

**Autonomous Institution affiliated to VTU**

**V Semester B. E. Dec-20/Jan-21 Examinations**

**DEPARTMENT OF INDUSTRIAL ENGINEERING AND MANAGEMENT**

**18HSI51 / 61-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

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| --- | --- | --- | --- |
|  |  | **PART-A** |  |
| 1 | 1.1 | The broadcasting organizations like TV, Radio have a term of copyright for \_\_\_\_\_\_\_\_. | 01 |
|  | 1.2 | Plan of a building can be protected by\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 01 |
|  | 1.3 | A scientist involved in space research discusses a scientific principle with his colleague. The colleague uses the principle and invents a working device based on the principle. A third colleague who was instrumental in suggesting the manner of putting in place the arrangement of the mechanical devices claims himself to be the true and first inventor and applies for the patent. Is he entitled to apply for the patent? In case not, who out of the three, can apply for a patent. | 02 |
|  | 1.4 | Collective Mark is registered by\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 01 |
|  | 1.5 | A scientist in DRDO develops anti-radar chemical which, when coated on aircrafts, would make them invisible from the screen of the radar. Before his employment he was made to sign a contract which provided that all the products of his research would belong to the employer that is the DRDO. Who in the given case is authorized to apply for the patent? | 02 |
|  | 1.6 | Symbol of Maharaja of Air India is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 01 |
|  | 1.7 | Imagine a cricketer sets up his own company to sell his own range of clothes. What type of intellectual property can he use to show that the clothes are made by his company? | 01 |
|  | 1.8 | Does Trademarks assure quality of the product. | 01 |
|  | 1.9 | Information Technology Amendment Act came into force on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 01 |
|  | 1.10 | Are GM (genetically modified) crops are patentable? | 01 |
|  | 1.11 | Computer program is considered as one of the \_\_\_\_\_\_\_\_\_Intellectual Property. | 01 |
|  | 1.12 | The process of moving from concrete observations and stories to more abstract themes that span across groups of people is \_\_\_\_\_\_\_\_\_\_ | 01 |
|  | 1.13 | \_\_\_\_\_\_\_\_\_\_\_\_\_\_firm is associated the most with Design Thinking. | 01 |
|  | 1.14 | Design Thinking typically helps in \_\_\_\_\_\_\_ | 01 |
|  | 1.15 | Caitlin is creating a new product for university students. She takes a design-thinking approach. Her first step is addressing who she is creating the product for and conducts research on understanding this target market. What is this step in the design thinking process? | 01 |
|  | 1.16 | In order to register Industrial Design, Design should be new and \_\_\_\_\_\_\_ | 01 |
|  | 1.17 | Whether the shape and configuration of spring can be registered as Industrial Design in India? Analyze | 01 |
|  | 1.18 | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is an important source of idea generation due to their familiarity  with the needs of market? | 01 |
| **PART-B** | | | |
| 2 | a | Describe the inception and growth of World Intellectual property Organization by mentioning its role &importance for protecting the new invention. | 08 |
|  | b | In order to be patentable, an invention must be worthy of a patent grant. The patent worthiness of an invention is assessed by the government through patentability requirements. Explain the essential requirements of patentability. | 08 |
|  |  |  |  |
| 3 | a | Compulsory Licensing allows governments to license third parties (that is,  parties other than the patent holders) to produce and market a patented product or process without the consent of patent owners. Discuss in brief.. | 08 |
|  | b | Explain the different modes of Protection of Trade Secrets in relations to the role of Employees in Organizations, highlighting their main obligations as an employee. | 08 |
| **OR** | | | |
| 4 | a | Identify the grounds for refusal of registration of a Trademark in India. What kind of Trademarks can be registered under the (Indian) Trade Marks Act, 1999? | 08 |
|  | b | How Does “Likelihood of Confusion” factor into Infringement of Trade Mark. Explain with examples of any two case situations. | 08 |
|  |  |  |  |
| 5 | a | “Passing off: a fall back for potentially registerable marks that were not registered or failed to renew a registration”. Explain this statement with twocase situations. | 08 |
|  | b | Copy Right protects the expression, not the ideas. Explain this statement with suitable illustrations. | 08 |
| **OR** | | | |
| 6 | a | Define the term Industrial Design and explain the essential features of Industrial Design. | 08 |
|  | b | Define Cyber Crimes. Explain the commonly categorized types of Cyber Crimes. | 08 |
|  |  |  |  |
| 7 | a | Discuss the barriers which cause communication breakdown in an organizational setting. | 08 |
|  | b | Identify your own entrepreneurship style based on your personality traits, strengths, and weaknesses. | 08 |
|  |  |  |  |
| 8 | a | Explain the method of Customer Centric selling skill in detail. | 08 |
|  | b | Identify and explain the central ideas &principles of design thinking. | 08 |

Q.P.Code

**UG**

Course Code: Course Title:

**PART-A**

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

**PART-B**

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

Signature of Scrutinizer: Signature of Chairman

Name: Name: