

QUIZ- A Quiz on Startup, Innovation, and IPR

Total points 26/26 ?

Conducted by E-CELL and IIC-SMVITM of Shri Madhwa Vadiraja Institute of Technology and Management, Bantakal, Udupi.

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0 of 0 points

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SHRI MADHWA VADIRAJA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, BANTAKAL, UDUPI DIST.
KARNATAKA



✓ _____ is the process of taking a creative idea and turning it into a useful product, service, or method of operation. * 1/1

- ☒ Innovation
- ☐ Imagination
- ☐ Creativity
- ☐ Interpretive thinking



✓ A Start-up should focus on: *

1/1

- ☐ Customer acquisition
- ☐ Revenue streams
- ☐ Cost components
- ☒ All above



✓ Entrepreneurs attributes include: *

1/1

- ☐ Perseverance
- ☐ Tenacity
- ☐ Determination
- ☒ All of above



✓ Entrepreneurship is a constant process that relies on _____. *

1/1

- ☐ creativity, innovation, and profit
- ☒ Creativity, innovation, and application in the marketplace
- ☐ Intellectual property rights
- ☐ The ability to win over the consumer



✓ For Startup India which online link is correct? *

1/1

- ☐ www.statupindiahub.org.in
- ☒ www.startupindia.gov.in
- ☐ www.Startupsindiakub.org.in
- ☐ www.Startupindiahubs.org.in



✓ To fulfill the Government of India's mission & to promote entrepreneurship in the country, the Academia Alliance Program has been formed. With whose initiative Academia Alliance Program has been formed? *

1/1

- ☐ Niti Ayog
- ☐ Confederation of Indian Industries
- ☒ Startup India
- ☐ Ministry of New & Renewable Energy



✓ Who is the founder of startup "YourStory" *

1/1

- ☐ Suchi Mukherjee
- ☐ Rashmi Daga



☐ Rohit Bansal, Kunal Bahl

☒ Shradha Sharma



✓ Identify this personality *

1/1

☐ Reed Hastings

☐ Steve Jobs

☒ Jeff Bezos

☐ None of the Above



✓ She won the prestigious "EY World Entrepreneur Of The Year 2020". Identify the person *

- ☒ Kiran Majumdar Shaw
- ☐ Kiran Kher
- ☐ Indira Nooyi
- ☐ None of the Above



✓ What does a trademark protect? *

1/1

- ☐ an invention
- ☐ a work of art
- ☒ logos, names and brands
- ☐ the look, shape and feel of a product



✓ Intellectual Property Right can be understood as: *

1/1

- ☐ Trademark
- ☐ Patent
- ☐ Copyright
- ☒ All of the above



✓ Which of these is a Geographical Indication? *

1/1

- ☐ Macdonolds burger
- ☒ Mattu Gulla
- ☒ Darjeeling Tea
- ☒ Basmati rice



✓ In most countries, how long does copyright last for? *

1/1

- ☐ 10 years after the creation of the work
- ☐ 50 years after the creation of the work
- ☐ 10 years after the death of the person who created that work
- ☒ 50 years after the death of the person who created that work



✓ If you write an original story, what type of intellectual property gives you the right to decide who can make and sell copies of your work? *

1/1

- ☒ copyright
- ☐ geographical indications
- ☐ patents
- ☐ registered designs
- ☐ trademarks



✓ If a company develops a new technology that improves its main product, what type of intellectual property can they use to stop others from copying their invention? *

1/1

- ☐ copyright
- ☐ geographical indications



☐ geographical indications

☒ patents



☐ registered designs

☐ trademarks

✓ Why an invention should be patented? (a). It gives protection to a patentable invention. 1/1
(b). It gives legal recognition to the invention. (c). It makes others aware of the fact as to whom does the invention belongs (d). Patenting one's invention makes useful data relating to the invention available to other inventions for further research and development. Out of the four reasons given above, please identify the correct reasons *

☐ (ii) and (iii)

☒ ((ii), (iii) and (iv)



☐ None of the above

☐ All of the above

✓ In your view, who can be the right holder of IPR? * 1/1

☐ Owner of the intellectual property.

☐ The successor in title of the owner of intellectual property.

☐ A licensee duly authorized by the owner of the intellectual property.

☒ All the above



✓ The following can be patented * 1/1

☐ Machine

☐ Process



—

☐ Composition of matter☒ All of the above

✓ In _____, the entrepreneur has the right to sell any assets * 1/1

☒ Proprietorship☐ Partnership☐ Limited Liability Company☐ None of the given options

✓ In the video shown below, the company claims that the recipe is known only to two persons 1/1
in the world. It is an example of *

☒ Trade secret☐ Patent☐ GI☐ None of the above

Explore Inside the World of Coc...



✓ Identify the company looking at the image *

1/1

- ☐ Karnataka Bank
- ☒ Kotak Bank
- ☐ Bank of Maharashtra
- ☐ None of the Above



✓ Find out the name of the company from this image shown below *

1/1

- ☐ Apple
- ☐ Microsoft
- ☐ Deloitte



☒ Adidas



✓ What is the tagline of the company shown in the image below? *

1/1

- ☐ Power for your control
- ☒ The Ultimate Driving Machine
- ☐ Find New Roads
- ☐ Driven by passion





✓ Identify the famous digital payment startup founder shown below *

1/1

- ☐ Sameer Nigam, PhonePe
- ☒ Vijay Shekar Sharma, PayTM
- ☐ Sujith Narayanan, Google Pay





✓ The following symbol is the trademark of *

1/1

- ☐ Motorola
- ☒ General Electric
- ☐ Google Search Engine
- ☐ None of the above





✓ Symbol of Maharaja of Air India is *

1/1

- ☐ Patent
- ☐ Copyright
- ☒ Trademark
- ☐ All the above



✓ Mr. John has developed a computer program which is an essential aspect to run novel hardware he has invented. How can Mr. John protect his computer program by Patents? *

1/1

- ☐ Computer programmes are patentable subject matter

He can protect his computer programme through patent when it is coupled with

- ☒ He can protect his computer programme through patent when it is coupled with the novel hardware ✓
- ☐ The computer programme cannot be patented at all
- ☐ None of the above

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