

(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2021 ONLY)

21UBM3N1

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**  
**END-OF-SEMESTER EXAMINATIONS : DECEMBER-2022**  
**COURSE NAME:B.B.A** **MAXIMUM MARKS: 50**  
**SEMESTER : III** **TIME : 2 HOURS**

**PART-IV NON-MAJOR ELECTIVE PAPER**  
**INTELLECTUAL PROPERTY RIGHTS**

**SECTION - A (10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS. (K1)**

1. The term 'Intellectual Property Rights' covers \_\_\_\_\_.  
a) Copy rights      b) Patents      c) Trademark      d) All the above.
2. Which of the following is not type of patent?  
a) Utility patents      b) Copyright      c) Design patents      d) Plant patents
3. A \_\_\_\_\_ can be any word, phrase, symbol, design, or a combination of these.  
things that identifies your goods or services.  
a) Patents      b) Trade mark      c) Copy right      d) None of these
4. Copyright Act, came into force on \_\_\_\_\_.  
a) 1957      b) 1999      c) 2000      d) 1970
5. Industrial Design Act \_\_\_\_\_.  
a) 1999      b) 2000      c) 1957      d) 1970

**ANSWER THE FOLLOWING IN ONE OR TWO SENTENCES. (K2)**

6. Expand WIPO.
7. Define Patents.
8. Explain Trademarks.
9. Illustrate Copyright.
10. Construct Industrial design.

**SECTION – B (5x8-40 MARKS)**

**ANSWER ANY FIVE OF THE FOLLOWING QUESTIONS. K4 & K5**

11. Examine fundamentals of IPR. (K4)
12. Point out important principles of IP Management. (K4)
13. Determine types of patent application in India. (K5)
14. Recommend which inventions not patentable. (K5)
15. Discuss Fundamentals and functions of trademark in detail. (K5)
16. Outline the guidelines for registration of trademark. (K4)
17. Analyse copyright and its related rights. (K4)
18. Formulate essential requirements for Industrial design registration. (K5)