

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)