



	WINTER-2023		
	Exam Seat No.:		
	Academic Year:2023-2024	Semester:I	
	Name of Programme:MBA	Pattern:2022	
	Name of Course:Intellectual Property Rights	Course Code:MBA22107	
	Max. Marks:30	Duration:1.25	

	<p>Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.</p> <ol style="list-style-type: none">1. This question paper contains __1__ page(s).2. Answer to each new question is to be started on a new page.3. Assume suitable data wherever required, but justify it.4. Draw the neat labelled diagrams, wherever necessary.5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.	
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Question No. 1 Attempt following Question

- 1 Explain WIPO Convention? (3) CO1

Question No. 2 Attempt following Question

- 2 Describe Patents. Give Examples (3) CO2

Question No. 3 Attempt following Question

- 3.a) Explain what Copyrights are. Give Examples (4) CO3

OR

- 3.b) What are the things protected under Copyrights, and its benefits. Give your views – whether it is right or wrong (4) CO3

- 3.c) Distinguish between Copyrights & Patents (4) CO3

OR

- 3.d) Discuss Copyrights with a Case Study and examples (4) CO3

Question No. 4 Attempt following Question

- 4.a) Discuss what are trademarks with the help of examples (4) CO4

OR

- 4.b) What are the essentials of Trademarks (4) CO4

4.c) Summarize the different types of Trademarks & explain in short. (4) CO4

OR

4.d) Distinguish Between Trademarks & Copyrights (4) CO4

Question No. 5 Attempt following Question

5.a) What is the meaning of GI (geographical Indication) Explain with examples (4) CO5

OR

5.b) Distinguish between Trademarks & GI (4) CO5

5.c) Summarise the Importance of Geographical Indications for products. Give examples (4) CO5

OR

5.d) Formulate, what can be registered and not registered under GI. (4) CO5