



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

SUMMER-2024	
Exam Seat No.:	
Academic Year:2023-2024	Semester: I
Class: F.Y.	Program: MBA
Branch Code: M.B.A.	Pattern:2022
Name of Course: Intellectual Property Rights	Course Code:MBA22107
Max. Marks: 30	Duration:1:15 Hrs.

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.

1. This question paper contains 2 pages.
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.
6. Solve (a) or (b) and (c) or (d) from Q. No. 3, 4 and 5.

Question No. 1 Attempt following Question

- 1 Write about Patent Co-operation Treaty. (3) CO1

Question No. 2 Attempt following Question

- 2 Write about Patent Office and Appellate board. (3) CO2

Question No. 3 Attempt following Question

- 3.a) Explain Copyrights and its importance in Business. (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 your views on the Copyrights – is it a good initiative or it has a negative action. Support with Case study. (4) CO3

Question No. 4 Attempt following Question

- 4.a) Define Trademarks. Support the answer with a case study example. (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) Registration of Geographical Indication. Elaborate. (4) CO5

5.c) Discuss about the novelty and originality in design. (4) CO5

OR

5.d) Differentiate between Registrable and Non-Registrable Trademark. (4) CO5

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