MB118F

Sl.No. :

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Third Semester M.B.A.Degree Examination, May - 2025
(SLM Scheme) (Non CBCS)
MANAGEMENT
Elective - F : CORPORATE LAW
Intellectual Property Rights

Time : 3 Hours **Max. Marks : 80**

Instruction: Answer all the sections.

SECTION - A

Answer any five sub-questions. Each question carries three marks :[5 × 3 = 15]

Q1 **a.** What is industrial property and intellectual property?

b. What are the patentable and non patentable subject matter?

c. What is the primary purpose of copyright law?

d. Differentiate between a trademark and a trade secret.

e. Discuss the role of the world intellectual property organisation (WIPO) in the protection of IPR.

f. How does Geographical Indication (GI) differ from a trade mark?

g. Explain the term “Trademark Infringement”.

SECTION - B

Answer any four questions. Each question carries five marks : [4 × 5 = 20]

Q2. Discuss the importance of intellectual property.

Q3. Describe the process of copyright infringement litigation.

Q4. Describe the procedure for registration of a patent.

Q5. Explain the scope of geographical indications.

Q6. Discuss the impact of intellectual property rights on innovation.

Q7. Discuss the concept compulsory licensing in the context of patents.

SECTION - C

Answer any three questions. Each question carries ten marks : [3 × 10 = 30]

Q8. Examine the role and significance of copyright in protecting literary and artistic works.

Q9. Evaluate the effectiveness of current international treaties and TRIPS agreement in harmonizing intellectual property laws across different countries.

Q10. Explain the process of registering a geographical indication (GI), how does GI protection benefit producers and consumers?

Q11. Discuss the importance of trade secrets and methods which companies use to protect them.

Q12. Explain the purpose and benefits of international treaties in the context of IPR.

SECTION - D

Q13. Case (Compulsory). **[1 × 15 = 15]**

Tech Innovators Inc. (TII) is a leading technology company known for its innovative products, including smart devices and software applications. Founded in 2010, TII has grown rapidly and gained a competitive edge due to its strong research and development (R&D) capabilities. To protect its innovations, the company has built a robust intellectual property (IP) portfolio, including patents, trademarks, copyrights, and trade secrets. However, as TII expanded globally, it encountered numerous IP challenges, particularly in emerging markets where enforcement of IP laws is weak. These challenges have impacted TII's ability to maintain its competitive advantage and protect its brand reputation.

TII has secured multiple patents for its groundbreaking technologies, including an AI- powered virtual assistant and a revolutionary battery technology that extends device life by 50%. These patents are central to the company's strategy of differentiating its products from competitors. Additionally, TII holds trademarks for its brand name, logo, and several distinctive product names, which have become widely recognized in key markets. The company has also registered copyrights for its software code, user interface designs, and marketing materials.

To ensure that its trade secrets-such as proprietary algorithms and manufacturing processes-remain confidential, TII has implemented strict internal protocols and non-disclosure agreements (NDAs) with employees, suppliers, and partners. Despite these efforts, TII has faced increasing risks related to IP theft and infringement, particularly as it expanded operations into countries where IP laws are not rigorously enforced.

Questions :

a. What specific IP challenges did Tech Innovators Inc. face in emerging markets?

b. How did TII's IP portfolio contribute to its competitive advantage in the technology sector?

c. What measures did Tech Innovators Inc. take to protect its innovations and intellectual property globally?

d. How did the weak enforcement of IP laws in some markets affect TII's brand reputation and business operations?

e. In what ways can Tech Innovators Inc. enhance its IP strategy to better manage global IP risks and ensure effective protection?

