

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER 4 • EXAMINATION – SUMMER 2019**

**Subject Code: 3549262**
**Date: 06/05/2019**
**Subject Name: INTELLECTUAL PROPERTY RIGHTS**
**Time: 10:30 AM To 01:30 PM**
**Total Marks: 70**
**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.	Question Text and Description	Marks
<b>Q.1</b>	Explain the following terms (a) Intellectual property (b) Patents (c) GATT (d) WTO (e) Trade-Mark (f) Cyber-space (g) Copy-Right	<b>14</b>
<b>Q.2</b>	(a) “Protecting the created intellectuality is a challenge now a days, Because of the cloning of one’s idea is easier than the new creation” – How this statement is realistic in practicing business?	<b>07</b>
	(b) “Intellectual Property rights have an in-built sunset”- Explain.	<b>07</b>
	<b>OR</b>	
	(b) Explain briefly about important intellectual property rights.	<b>07</b>
<b>Q.3</b>	(a) “TRIPS Agreement governs and protect the IPR in global countries, sometimes it critiqued by some situations” – How do you judge this statement? Illustrate with examples.	<b>07</b>
	(b) Discuss the role and functions of WTO in establishing the IPR practices by world countries with real examples.	<b>07</b>
	<b>OR</b>	
<b>Q.3</b>	(a) Explain the different approaches, merits and demerits of patent and non-patent practices in the commercial business world.	<b>07</b>
	(b) Illustrate and elaborate on the legal issues faces through the process of patent and copy rights practices.	<b>07</b>
<b>Q.4</b>	(a) “Unfair practices of business generally occur due to the mal practices of patent and IPR”. Discuss with suitable examples.	<b>07</b>
	(b) Explain the different process, procedures and documents associated in trade mark and copy right. Draw a rough figure to explain.	<b>07</b>
	<b>OR</b>	
<b>Q.4</b>	(a) When information is called confidential information? What precautions a owner of such information has to take to sustain it as such confidential information?	<b>07</b>
	(b) When a trade secret agreement is said to be violated and what are the remedies for it?	<b>07</b>

A lecturer is an active member of a discussion forum hosted in the University Forums Platform. The forum is open to all members of the university. It is a very popular forum, with people from across Engineering and Manufacturing Group from state were participating. Such a diverse collaboration of knowledge and skills often leads to new perspectives on old problems. One particular problem seems to be quite intractable, so the lecturer posts a long description of it on the forum. She already has some possible solutions, but just needs a little input from elsewhere. The tactic works, an MSc student offers an unusual insight that inspires a solution from the lecturer. A journal paper follows, along with, a year later, an unusual email from the exams secretary. The student has been accused of plagiarising from the journal article. The plagiarism seems to be quite clever, but the ideas are the same and a few sentences are shared. When the lecturer looks at the student's essay, it appears that some of it has been copied from the forums discussion.

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|-----|--|-----------|
| (a) | What factors should be considered in resolving this? | <b>07</b> |
| (b) | What could have been done differently?               | <b>07</b> |

**OR**

- |            |     |  |           |
|------------|-----|--|-----------|
| <b>Q.5</b> | (a) | How do you think this happened? Do you think it is likely? | <b>07</b> |
|            | (b) | Has anything illegal been done? How would you respond?     | <b>07</b> |

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