



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FOURTH SEMESTER – NOVEMBER 2024

UBC 4402 – INTELLECTUAL PROPERTY RIGHTS



Date: 11-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Answer the following.

- a) Write down the concept of Intellectual Property Rights.
- b) What is Patent?
- c) What do you mean by Artistic work?
- d) Define Trade Mark.
- e) Who are entitled for GI registration?

2. Fill in the blanks.

- a) WIPO was established by the WIPO Convention in _____.
- b) India amended its Patents Act in _____.
- c) Any piece of recitation, choreographic work or entertainment in dumb show is _____.
- d) _____ represent the everyday descriptions of a product or its seller.
- e) The registration of a geographical indication is valid for a period of _____.

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Match the following.

- a) World Trade Organization - Geographical indication
- b) Non Obviousness - 60 years
- c) Copyright - TRIPS
- d) Collective mark - Inventive step
- e) Darjeeling tea - Institute of Chartered Accountants of India

4. True or False.

- a) UCC was initiated as a project by UNESCO as an alternative to the Berne Convention.
- b) A method of agriculture or horticulture can be patented.
- c) Copyright is different from the material object which is the subject of the copyright.
- d) Only the owner of a trade mark may file an application for its registration.
- e) GI is meant only for goods & services unique to a geographical region.

SECTION B - K3 (CO2)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
5.	List out the need of Intellectual Property Rights.
6.	Explain the powers of the controller of patents.
7.	Narrate the rights and duties of Patentee.
8.	Elaborate the term of protection & ownership of copyright.
SECTION C – K4 (CO3)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
9.	Illustrate the registration procedure and terms of protection of Copyright.
10.	Explain the need for Trademarks.
11.	Narrate the Infringement of Trademark and penalties with a suitable example.
12.	Elaborate the need for registration of GI.
SECTION D – K5 (CO4)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
13.	Enumerate the kinds of Intellectual Property Rights with examples.
14.	Elucidate the Elements of Patentability.
SECTION E – K6 (CO5)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
15.	Enumerate the kinds of Trademarks with examples.
16.	Differentiate between Geographical Indication and Trademarks.
