

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)**

Branch – **COMMERCE (FOREIGN TRADE)**

MAJOR ELECTIVE COURSE – I: INTELLECTUAL PROPERTY RIGHTS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(5 x 1 = 5)

1. The term “WIPO” stands for _____
 - i) World Investment policy organization
 - ii) World intellectual property organization
 - iii) World Informative and Policing organization
 - iv) World institute for Prevention of organized crime
2. A new way to process milk so that there is no fat in any cheese made from it is
 - (i) Copy rights
 - (ii) Trade mark
 - (iii) Patent
 - (iv) Industrial designs
3. Trademark law protects
 - i) Words, symbols or devices that differentiate goods or services from one another.
 - ii) Only brand names
 - iii) Names of specific people and places
 - iv) Inventions that feature some sort of utility function
4. Which of these is a geographical indication?
 - (i) BMW
 - (ii) Champagne
 - (iii) Hogwarts
 - (iv) PlayStation
5. Identify the incorrect statement:
 - (i) IP audit is a systematic review of IP owned, used or acquired by a business so as to assess and manage the risk, remedy problems and implement best practices in IP asset management.
 - (ii) IP audit is an evaluation of all the IP assets owned by the company in terms of evaluating its strengths, weaknesses, opportunities and threats.
 - (iii) An IP audit helps a company undertake an evaluation of its own IP assets and liabilities.
 - (iv) A valuation of IP assets may be a part of an IP audit.

SECTION - B (15 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 3 = 15)

6. a) Describe the concepts of Intellectual Property.
OR
b) Sketch out the objectives of National Intellectual Property Rights Policy of India?
7. a) Bring out the types of patent.
OR
b) With suitable example discuss the infringement remedies.
8. a) Prepare the rights of trademark holder under Trademark Act 1999?
OR
b) Describe the ways to protect the goodwill.

Cont...

9. a) State the object of the Designs Act, 2000.
OR
b) Explain the offences and penalties in Geographical Indication of Goods Act (Registration and Protection), 1999.
10. a) Analyze the ways to manage the intellectual property portfolio.
OR
b) Discuss the steps involved in acquisition of intellectual property (IP).

SECTION -C (30 Marks)

Answer any **Three** questions

ALL questions carry **EQUAL** Marks

(3 x 10 = 30)

11. Discuss in detail the different kinds of rights.
12. Describe the types of copyright.
13. Analyse the Trade Marks Act 1999 in detail.
14. Elaborate the procedure for cancellation of registration.
15. Highlight the need of intellectual property management.

Z-Z-Z

END