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## GIET UNIVERSITY, GUNUPUR - 765022

M. B. A (Fourth Semester) Examinations, May - 2024

### 21MBAIT24001 - Technology Appreciation and Intellectual Property Rights

Time: 3 hrs

Maximum: 70 Marks

(The figures in the right hand margin indicate marks.)

#### PART – A

(2 x 10 = 20 Marks)

Q.1. Answer *ALL* questions

[CO #]      Blooms Level

- |   |             |    |
|---|-------------|----|
| a. What is Strategic Management of Technology?  | CO1         | K1 |
| b. What is Technology absorption?               | CO1         | K1 |
| c. What is Technological Innovation?            | CO2,CO3     | K1 |
| d. What do you mean by Competitive Advantage?   | CO2,CO3     | K1 |
| e. Define Copyright.                            | CO3         | K2 |
| f. What are the kinds of patents?               | CO2         | K1 |
| g. What are the characteristics of a trademark? | CO1,CO2,CO3 | K1 |
| h. Explain the importance of IPR.               | CO1,CO2,CO3 | K2 |
| i. Define Intellectual Property.                | CO1,CO4     | K2 |
| j. What do you mean by Integrated Circuits?     | CO1,CO4     | K1 |

#### PART – B

(10 x 5 = 50 Marks)

Answer ANY FIVE the questions

Marks      [CO #]      Blooms Level

- |  |    |                 |    |
|--|----|-----------------|----|
| 2. a. Discuss the various methods of Technology Forecasting.                     | 10 | CO1             | K2 |
| 3.a. Elaborately explain the structural imperatives of Technology Management.    | 10 | CO2, CO3        | K2 |
| 4. a. Write a detailed note on the types of IPR.                                 | 10 | CO3             | K1 |
| 5.a. Provide the timeline of Laws related to IPR in India.                       | 10 | CO1,CO2,<br>CO3 | K2 |
| 6. a. What do you mean by Novelty, Non-obviousness and Industrial Applicability? | 10 | CO1,CO2,<br>CO3 | K1 |
| 7.a. Write a detailed note on Trade Secrets.                                     | 10 | CO1,CO4         | K1 |
| 8. a. What are the protections available under IPR against unfair competition?   | 10 | CO1,CO4         | K1 |

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