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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

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|---|-------------|----|
| 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

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|--|----|--------------|----|
| 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, CO3 | K2 |
| 6. a. What do you mean by Novelty, Non-obviousness and Industrial Applicability? | 10 | CO1,CO2, 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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