

Intellectual Property Rights, Invocation and Technology VTU CBCS Question Paper Set 2018

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Eighth Semester B.E. Degree Examination, June/July 2017
Intellectual Property Rights, Invocation and Technology

Time: 3 hrs.

Max. Marks:100

**Note: Answer any FIVE full questions, selecting
atleast TWO questions from each part.**

PART – A

- 1 a. Discuss about copy rights and write its importance. (06 Marks)
b. Brief about Philanthropic and corporate sponsorship. (04 Marks)
c. Explain about IP, IPR and types of IP. (10 Marks)
- 2 a. How IP is designed. Explain optical design of IP. (10 Marks)
b. Differentiate Scarce Ideas vs Non-Scarce Ideas. (05 Marks)
c. Describe economic effects of exemptions. (05 Marks)
- 3 a. Explain about radical and incremental innovation and state the difference between them. (12 Marks)
b. Discuss about disruptive innovation with a graph. State why nanotechnology is a disruptive innovation. (08 Marks)
- 4 a. What is cumulative innovations and how it is protected? (10 Marks)
b. Differentiate Basic vs Applied Research. (05 Marks)
c. Discuss about Battle over stem cell patents and WARF. (05 Marks)

PART – B

- 5 a. Explain about licensing and joint venture. State its advantages and disadvantages. (08 Marks)
b. Explain New Product Innovation vs Cost Reduction Innovation with examples. (08 Marks)
c. Brief about Mergers-Ex ante. (04 Marks)
- 6 a. Enumerate litigation and enforcement. State its responsibilities. (08 Marks)
b. Define technology transfer. State its drawbacks. (06 Marks)
c. Discuss different types of business strategies. (06 Marks)
- 7 a. Describe converging technologies and governance. State levels of governance. (06 Marks)
b. Discuss social impacts of nano-biotechnology issues with examples. (08 Marks)
c. Explain analogies for interdisciplinary research. (06 Marks)
- 8 a. Explain the concept of technology and issues regarding them. State its types. (10 Marks)
b. Briefly explain nature of technological change and state few theories. (05 Marks)
c. What is meant by analysis for technology strategy? Explain effective strategy. (05 Marks)

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