

USN

--	--	--	--	--	--	--	--	--	--

10NT82

Eighth Semester B.E. Degree Examination, June/July 2018
Intellectual Property Rights, Innovation 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. Explain about market failures in knowledge. (06 Marks)
b. Discuss on IP, public sponsorship and prize. (08 Marks)
c. Discuss about copy rights and its importance. (06 Marks)
- 2 a. How IP is designed? Explain optimal design of IP. (10 Marks)
b. Explain about required inventive steps. (05 Marks)
c. Discuss the economic effects of exemptions. (05 Marks)
- 3 a. Explain product innovation with example. (05 Marks)
b. What is radical innovation? Distinguish between radical innovation and incremental innovation. (05 Marks)
c. Explain the innovations in nanotechnology. Why it is a disruptive innovation? (10 Marks)
- 4 a. What is meant by cumulative innovations and how it is protected? (10 Marks)
b. Differentiated between Basic Research and Applied Research. (04 Marks)
c. Discuss battle over stem cell patents and WARF. (06 Marks)

PART – B

- 5 a. Explain Licensing and Joint Ventures. (06 Marks)
b. Describe new product innovation vs. cost reduction innovation with examples. (10 Marks)
c. What is meant by R&D Joint venture? Mention its benefits. (04 Marks)
- 6 a. Explain litigation and enforcement with its responsibilities. (08 Marks)
b. Discuss technology transfer. Mention its drawbacks. (06 Marks)
c. Discuss different types of business strategies. (06 Marks)
- 7 a. Discuss different levels of governance. (04 Marks)
b. Explain social impacts of nanobiotechnology issues. (06 Marks)
c. Discuss about innovation, legal risks and society. (10 Marks)
- 8 a. Explain the concept of technology. Mention its types. (07 Marks)
b. How realization of new technology through research and development takes place? Explain. (08 Marks)
c. Discuss in brief technology as an instrument for competition. (05 Marks)

* * * * *

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.