

2054
M. Voc. (Fashion Technology and Apparel Design)
Second Semester
GEN-801: Entrepreneurship and IPR (Theory)

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt the following:-

- a) Differentiate between Entrepreneur and economic development.
 - b) Differentiate between a Patent and a copyright with examples.
 - c) Define Infringement, trademarks, design and a License.
 - d) What do you understand by Licensing and copyright? How do company's make use of them?
- (4x4)

UNIT - I

- II. Discuss the Entrepreneurial competencies. Discuss role of entrepreneur in economic growth of a country? (16)
- III. What is the role of EDP in shaping up of career and growth of nation? (16)

UNIT - II

- IV. Discuss the basic principle of a patent. What is the procedure to file a design patent? (16)
- V. Discuss the international background of Intellectual Property. How it came in existence. (16)

UNIT - III

- VI. Discuss the objectives of copyright. What role does it play for protecting brand image? (16)
- VII. Discuss objectives and rights of a trademarks. What is protection of goodwill? (16)

UNIT - IV

- VIII. Enumerate the various measures and practical aspects of licensing. (16)
- IX. Discuss the determining factors and important clauses of Licensing. (16)

x-x-x