



SOMAIYA

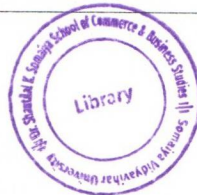
VIDYAVIHAR UNIVERSITY

Dr. Shantilal K. Somaiya School of Commerce and Business Studies

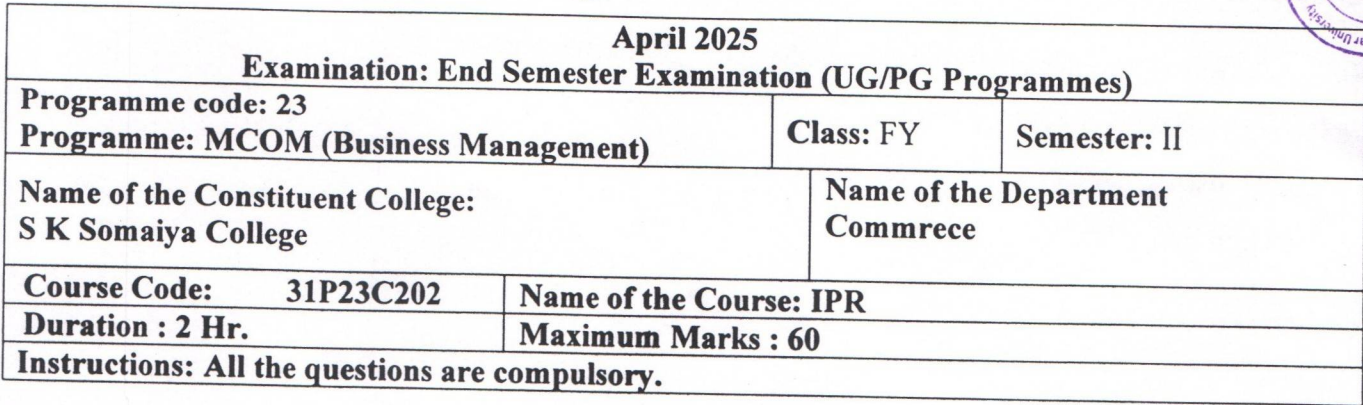
QUESTION PAPERS

BRANCH: Master of Commerce (Business Management)	SEM: II
	APR-2025

Sr. No.	Subject	Available
1.	31P23C202 – IPR	
2.	31P23C203 – Business Research Methods	
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Question No.		Max. Marks	CO
Q1	<p>(A) Discuss the validity of trademark registration and process of its renewal. (8)</p> <p>(B) The Patent registered in name of a person can be revoked on basis of some valid reasons. Explain cases the Govt can revoke the patent licenses. (7)</p> <p style="text-align: center;">OR</p> <p>(C) Discuss two cases of Patent Infringement. (15)</p>	15	CO1 CO4 CO4
Q 2	<p>(A) Copyright is to copy our own content. Bollywood saw any such incidences where storyline, music is copied without taking permission. Explain such cases in Bollywood of Copyright Infringement. (8)</p> <p>(B) Discuss the difference between Discovery and Invention under the patent act. (7)</p> <p style="text-align: center;">OR</p> <p>(C) Elaborate the ways of protecting Business Secret. (15)</p>	15	CO2 CO3 CO3
Q 3	<p>Case Study 2: The Coca-Cola Company v. Bisleri International Pvt. Ltd</p> <p>The Coca-Cola Company acquired the "Maaza" trademark, formulation rights, and goodwill from Bisleri International Pvt. Ltd. under an assignment agreement, granting exclusive ownership in India and select foreign territories.</p> <p>Despite the agreement, Bisleri later introduced a fruit beverage named "Maaza" in Turkey under its own brand. The Coca-Cola Company sued Bisleri for trademark infringement, arguing that the defendant violated the terms of their agreement by continuing to use the trademark "Maaza" outside the</p>	15	

	<p>permitted territories.</p> <p>The case raised significant questions about the territorial nature of trademarks, the enforceability of trademark assignments, and whether Bisleri's continued use of "Maaza" in foreign markets amounted to a breach of contract and infringement.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. The territoriality principle affect trademark rights in different jurisdictions, explain this. (5) 2. Bisleri argue that its use of "Maaza" outside India does not constitute infringement, do you agree. Explain the reason. (5) 3. The businesses how do protect their trademarks from unauthorized use. (5) 		<p>CO3</p> <p>CO3</p> <p>CO3</p>
Q 4	<p>Case Study 4: XYZ Films v. UTV Motion Pictures.</p> <p>XYZ Films, a well-known Hollywood production company, alleged that UTV Motion Pictures' Bollywood film <i>Baaghi</i> was a blatant copy of <i>The Raid: Redemption</i>, an Indonesian martial arts film.</p> <p>XYZ Films claimed that <i>Baaghi</i> replicated key plot points, including a protagonist trapped inside a building controlled by criminals, high-intensity action sequences, and a similar character arc. They argued that while <i>Baaghi</i> had some original elements, its core storyline and visual treatment were substantially copied from <i>The Raid: Redemption</i>.</p> <p>UTV Motion Pictures defended itself by asserting that <i>Baaghi</i> drew inspiration from various action films and that no exclusive copyright existed over a general plot involving a martial artist fighting criminals in a confined space.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Explain the remedies which can XYZ Films seek if UTV Motion Pictures is found guilty of copyright infringement. (5) 2. Discuss what makes a film an original work under copyright law. (5) 	15	<p>CO2</p> <p>CO2</p>

	3. A filmmakers take inspiration from existing films without copying them.. Is it poosible, explain. (5)		CO2
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Semester (Nov. 2024 to April 2025)			
Examination: End Semester Examination April 2025 (PG Programmes)			
Programme code: 22 Programme: MBM		Class: FY	Semester: II
Name of the Constituent College: Dr. Shantilal K Somaiya School of Commerce & Business Studies		Name of the Department Commerce	
Course Code: 31P23C203	Name of the Course: Business Research Methods		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Figures to right indicate full marks.			

Question No.		Max Marks	Co Attainment
Q.1: A	Describe various steps involved in a Research Plan or proposal.	15	CO 1
	OR		
Q1: B	a. Describe and explain the tips for designing research surveys.	7	CO 2
	b. Explain various types of errors which affect the Research design.	8	CO 2
Q2: A	Explain the meaning of Secondary data collection. Describe various methods of secondary data collection.	15	CO 3
	OR		
Q2: B	Explain the meaning of Hypothesis. State various sources and types of hypothesis	15	CO 3
Q3: A	Case Study: Investigating Employee Problems in Multinational Companies You are an HR Manager of a company having 3000 employees in the category of executive, senior managers, workers, lower level employees and guards. After several interactions with professionals and observing current workplace trends, you decide to conduct a research study titled: "An Analysis of the Problems Faced by Employees in Multinational Companies (MNCs)"	15	CO 4

You have to design a **research proposal** that is methodologically sound and can contribute useful insights to the field of Human Resource Development and Employee Welfare.

Your Task:

As part of your proposal, you are required to outline the following components of your research plan:

1. Population and Sample:

- Define the **target population** for your study. Who exactly will you focus on?
- Describe how you will select your **sample**—what type of sampling technique will you use (e.g., random, stratified, purposive)? Why is it appropriate for your study?

2. Hypothesis:

- Formulate a clear and researchable **hypothesis** related to the problems employees face in MNCs.

3. Research Objectives:

- State at least **five specific objectives** that your research aims to achieve. These should align with the problem area and help in evaluating different dimensions of employee issues.

4. Method of Data Collection:

- What **data collection method(s)** will you use—surveys, interviews, focus groups, or a combination?



	<ul style="list-style-type: none"> ○ Provide a clear justification for your choice, based on the nature of the study and the expected outcomes. <p>5. Structure of the Study:</p> <ul style="list-style-type: none"> ○ Outline the proposed structure or chapters of your research report. For each section, include a brief explanation of what it will cover and why it's essential for the study. <p>This proposal will be evaluated by your department panel and, if approved, will be implemented for implementing a solution in your company. Your goal is to create a practical framework that could also be used by HR departments to better understand and address employee concerns in global corporate environments.</p>		
Q.4	<p>Case Study: Crafting an Effective Business Report</p> <p>You have recently joined Infotech Solutions Ltd. as a communication specialist. Your manager has assigned you the task of preparing a comprehensive report on the company's quarterly performance to be presented to senior management and stakeholders. While you have experience in writing, this is your first formal business report in a professional setting.</p> <p>To ensure your report meets high standards, your manager has asked you to demonstrate your understanding of the following:</p> <ol style="list-style-type: none"> 1. The characteristics of a good report, such as clarity, accuracy, objectivity, and relevance. 2. The detailed structure of a formal report, including: <ul style="list-style-type: none"> ○ Prefatory items (such as title page, table of contents, executive summary) ○ Introduction (purpose, scope, and methodology) 	15	CO 5

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| | <ul style="list-style-type: none">○ Main body and analysis○ Footnotes and references | | |
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Your Task:

Explain what makes a report effective and outline how you would structure this report, giving detailed attention to the prefatory items, introduction, and the use of footnotes. Your explanation should help guide other new employees in preparing high-quality business reports.