



SOMAIYA

VIDYAVIHAR UNIVERSITY



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

QUESTION PAPERS

BRANCH: Master of Commerce - BM Business Management	SEM: II
ATKT	JUN-2025

Sr. No.	Subject	Available
1.	31P23C202 – IPR	✓
2.	31P23C203 – Business Research Methods	✓
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April 2025		
Examination: End Semester Examination (UG/PG Programmes)		
Programme code: 23 Programme: MCOM (Business Management)	Class: FY	Semester: II
Name of the Constituent College: S K Somaiya College	Name of the Department Commerce	
Course Code: 31P23C202	Name of the Course: IPR	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: All the questions are compulsory.		

Question No.		Max. Marks	CO
Q1	(A) Ritika, the owner of a new skincare brand, applies to register the trademark "NaturalGlow" for her line of herbal face creams. However, the Trademark Registry rejects the application, stating that the mark is "descriptive and lacks distinctiveness." Ritika argues that the name reflects the nature of her product and should be accepted. Elaborate her the grounds on which trademark can get rejected. (8)	15	CO3
	(B) Maya is a self-published author who recently completed a fantasy novel titled Whispers of the Forest. She wants to protect her work before distributing it online. Explain her the procedure of registration of Copyright. (7)		CO2
	OR (C) Elaborate the importance of Trademark for business and discuss the Cipla Vs. Roche case study. (15)		CO3
Q 2	(A) Explain according to you are the Commercial benefits of GI. (8)	15	CO4
	(B) Briefly elucidate what is business secrets with suitable examples. (7)		CO1
	OR (C) Explain the absolute and relative grounds of rejection for trademark. (15)		CO2
Q 3	Case Study 5: Hoffmann-La Roche Ltd. v. Cipla Ltd. Hoffmann-La Roche Ltd., a Swiss multinational pharmaceutical company, developed and patented the drug <i>Erlotinib</i> , used in the treatment of lung cancer. Cipla Ltd., an Indian pharmaceutical company, began manufacturing and selling a generic version of <i>Erlotinib</i> without obtaining a license from Roche.	15	

Roche filed a lawsuit claiming patent infringement and sought an injunction against Cipla. Cipla defended itself by invoking *Section 3(d) of the Indian Patents Act*, arguing that *Erlotinib* was merely an incremental innovation and not patentable in India. Cipla also highlighted the *public interest defense*, asserting that prohibiting generic versions of life-saving drugs would make treatment unaffordable for many patients.

The case raised critical legal questions about patent rights, compulsory licensing, and balancing innovation with public health concerns.

Questions:

1. Explain the legal defenses which Cipla can use to challenge Roche's patent claims. (5)
2. Discuss how do generic medicines help make healthcare more affordable.(5)
3. Explain how pharmaceutical companies get patents for their medicines. (5)

CO4

CO4

CO4

Q 4

Case Study 3: Twentieth Century Fox Film Corporation v. Sohail Maklai Entertainment

Twentieth Century Fox, a major Hollywood film studio, produced and released the film *Phone Booth*, a psychological thriller about a man trapped in a phone booth by a sniper. Years later, Sohail Maklai Entertainment produced *Knock Out*, a Bollywood film with a strikingly similar plotline, character arcs, and dialogues.

Twentieth Century Fox filed a lawsuit claiming copyright infringement, arguing that *Knock Out* was an unauthorized adaptation of *Phone Booth*. They asserted that the substantial similarities between the two films, including the setting, storyline, and themes, amounted to a violation of their copyright in *Phone Booth*.

Sohail Maklai Entertainment defended its film by claiming that *Knock Out* was an original work and that the similarities were generic, falling under the *idea-expression dichotomy*, where copyright law protects expressions, not ideas.

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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	a. State the objectives of Good research. b. Distinguish between Analytical and Descriptive research	7 8	CO 1 CO 1
	OR		
Q1: B	Describe Quantitative research design and state the types of Quantitative research design.	15	CO 2
Q2: A	Explain the meaning of a Questionnaire. Describe the open ended and close ended questions with examples.	15	CO 3
	OR		
Q2: B	Explain the step-by-step process to design questionnaires in detail.	15	CO 3
Q.3	Case Study: Exploring Student Experiences in Private Universities in Mumbai You are a postgraduate student in the field of Education and Development Studies. As part of your dissertation, you are interested in studying the opportunities and challenges (lacunae) faced by students enrolled in private universities in Mumbai . You want to understand not only the academic and career-related opportunities available to these students but also	15	CO 4

the gaps in resources, support systems, or infrastructure that might hinder their overall development.

Your research supervisor has asked you to create a detailed research proposal that outlines the **framework of your study**, ensuring it is academically sound and practically implementable.

Your Task:

Prepare a research plan by addressing the following points:

1. Population and Sample:

Who will be the **target population** for your study?

How will you select a **sample** that represents this population effectively?

2. Hypothesis:

Frame a clear and testable **hypothesis** that will guide your research.

3. Objectives of the Study:

List **at least five specific objectives** that your study aims to achieve.

4. Data Collection Method:

What **method(s)** will you use to collect data (e.g., surveys, interviews, questionnaires)?

Justify your choice based on your research context and goals.

5. Structure of the Study:

Outline the **major sections** or chapters your final research report will include, from introduction to conclusion.

Your plan will form the foundation of your thesis and serve as a reference for ethics approval and further academic guidance.

Q.4

Case Study: Choosing the Right Report for the Right Situation

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CO 5



You are working as a junior executive at **Global Tech Enterprises**, a rapidly growing multinational firm. One day, your team leader calls you in for a briefing. The company is handling multiple projects across departments — from product launches and customer feedback analysis to internal audits and technical assessments.

During the meeting, your manager says:

“We often communicate through reports, but it’s important to choose the right type of report depending on the situation. Since you’re new here, I’d like you to prepare a brief for the team explaining the fundamentals of report writing and the different types of reports we might use in various scenarios.”

Your Task:

1. Define **report writing** and explain its **importance in a professional environment**.
2. Identify and describe **various types of reports** (such as formal/informal, informational/analytical, periodic/special reports, technical reports, etc.).
3. For each type, give **practical examples or situations** in which such reports would typically be written within a company like Global Tech Enterprises.

Your response will serve as a reference document for interns and new hires joining the communication and documentation teams.