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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 11/03/2026

Time: 09:30 AM - 11:00 AM

Course Code: PGL3057

Course Name: IP Management Strategy and Innovation

Semester: Second Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	48	42

PART-A: Answer Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Describe various types of Intellectual Property rights commonly used in industrial innovation.	2	CO1	BT1
2	Identify the major stages of the Intellectual Property creation lifecycle.	2	CO1	BT1
3	Explain defensive patenting?	2	CO1	BT1
4	Describe the cost-based method of IP valuation?	2	CO2	BT1
5	Explain the concept of IP commercialization?	2	CO1	BT1

PART-B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Discuss the relationship between innovation ecosystems and IP management.	10	CO1	BT2
7	Explain the difference between cost-based, market-based, and income-based approaches to IP valuation.	10	CO2	BT2

PART-C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	Examine the importance of IP portfolio management for technology-driven companies.	10	CO1	BT3

9	Discuss the importance of IP valuation in business negotiations and mergers.	10	CO2	BT3
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PART-D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
10	Analyze how IP landscaping helps technology startups identify opportunities and manage innovation.	10	CO1	BT4
11	Apply the income-based valuation method to determine the potential commercial value of a patented technology.	10	CO2	BT4

PART-E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
12	InnoTech Pvt. Ltd., an Indian biotechnology startup, developed a new affordable diagnostic technology for early disease detection. The company obtained patents for its invention and enforced strict Intellectual Property (IP) protection to prevent competitors from using the technology without authorization. While this helped the company recover its research investment and attract foreign investors, several smaller firms and public health organizations argued that the strong IP protection increased costs and restricted wider technological access in the market. In light of the above situation, critically evaluate whether strong Intellectual Property protection promotes innovation or restricts technological development in emerging economies like India.	10	CO1	BT5
13	TechNova Pvt. Ltd., a Bengaluru-based startup, developed an innovative smart irrigation system that uses artificial intelligence to optimize water usage in agriculture. The company adopted a comprehensive Intellectual Property (IP) strategy by filing patents for the core technology, registering a trademark for its brand name "AgriSense," and protecting its software through copyright. The company also licensed its technology to several agricultural equipment manufacturers and entered into strategic collaborations with international partners. Within a few years, TechNova expanded its market presence and generated substantial revenue through licensing and product sales. In light of the above facts, evaluate the effectiveness of an Intellectual Property strategy as a tool for capturing economic value from innovation	10	CO2	BT5