



Even Semester End Term Examination, May / June 2026

Date: 18/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: PGL3057

Course Name: IP Management Strategy and Innovation

Semester: Second Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	22	18	70	40	30

PART A: Answer Following Questions. 20 M

Qn.No	Questions	M	CO	BT
1	Examine how benchmarking supports IP strategy.	2	CO2	BT1
2	Describe IP landscaping as a strategic tool.	2	CO1	BT2
3	Define revenue-sharing model in IP commercialization.	2	CO2	BT2
4	Compare and contrast income and cost-based valuation.	2	CO2	BT3
5	Examine the differences between inbound and outbound licensing.	2	CO2	BT3
6	Describe the key features of FRAND licensing.	2	CO2	BT2
7	Elaborate the role of an IP strategy in managing cross-border operations of an MNC.	2	CO2	BT3
8	Explain the role of patents in innovation strategy.	2	CO2	BT3
9	Examine the concept of territoriality in global IP management.	2	CO2	BT2
10	Analyze impact of TRIPS on domestic IPR regime of India	2	CO2	BT2

PART B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
11	A firm acquires another company without IP audit and later faces infringement claims. Evaluate the risks.	10	CO1	BT3
12	An SEP holder demands excessive royalties from multiple firms. Analyse if there's a violation of FRAND provisions	10	CO1	BT4

PART C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
13	Apply cost approach to value software development project of an algorithm based app to predict sales and forecast customer demand	10	CO4	BT4
14	Analyze how market competition impacts IP valuation.	10	CO4	BT4

PART D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
15	Device a negotiation strategy for licensing agreements.	10	CO4	BT4
16	Analyze the conflict between IP rights and access to medicines.	10	CO4	BT3

PART E: Answer Any 1 Following Questions. 15 M

Qn.No	Questions	M	CO	BT
17	A company participates in a patent pool but faces royalty disputes. Analyze legal implications.	15	CO3	BT4
18	A dominant software company refuses to license interoperability information required by competitors to develop compatible applications. It argues that such disclosure would harm its innovation incentives and is protected under IP law. Evaluate whether refusal to license essential technology can be justified under IP law or amounts to anti-competitive conduct.	15	CO3	BT5

PART F: Answer Any 1 Following Questions. 15 M

Qn.No	Questions	M	CO	BT
19	A government issues a compulsory license for a life-saving drug citing high prices and inadequate supply. The patent holder challenges the decision as violating international IP obligations. Evaluate legality under TRIPS and balance between patent rights and public health.	15	CO5	BT5
20	Evaluate the advantages and disadvantages of licensing against direct commercialization.	15	CO5	BT4

PART G: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
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21	A technology license agreement lacks clarity on territory. Identify the appertaining risks.	20	CO3	BT4
22	Evaluate the role of IP treaties in building global IPR protection regime	20	CO3	BT5