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**B.A. IN APPAREL DESIGN AND  
MERCHANDISING (BAADM)**

**Term-End Examination**

**June, 2013**

**BFM-062 : FASHION ENTREPRENEURSHIP AND  
INTELLECTUAL PROPERTY RIGHTS**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : The question paper has two parts - A & B . Answer any three questions from PART - A and any two from PART - B. All questions carry equal marks.*

**PART-A**

Answer *any three*.

1. Who is an entrepreneur ? Explain the process of entrepreneurship in detail. 20
2. "Social media is a very strong tool for fashion entrepreneurs". Do you agree and why ? How can it be effectively used ? 20
3. What is the significance of financial plan for a company ? Why is it important to the funder that an exit strategy has been developed ? 20
4. What methods do fashion entrepreneurs and fashion retailers use to generate a strong brand equity ? Explain. 20

## PART-B

Answer *any two*.

5. What are the similarities and differences between intellectual property and physical property? Why do we need intellectual property rights in the current context? 20
6. What are the differences between 'patents' and 'copyright'? Where and for what are these applicable? Explain with examples. 20
7. Select any two of the following, explain the terms, where and for what are they being used, and give appropriate examples : 10x2=20
- (a) Trade secrets
  - (b) Trademarks
  - (c) GI
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