2006 Paper 7 Question 13

Business Studies

(*a*) Name *five* different types of intellectual property.   [5 marks]

(*b*) Distinguish between "Deep linking" and "Direct linking". Can a search engine deep link without infringing the copyright of the original site?   [5 marks]

(*c*) Why is the use of thumbnails of pictures by a search engine fair use?   [5 marks]

(*d*) Why are there likely to be only a few dominant search engines?   [5 marks]