

2006 Paper 11 Question 4

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]