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| <b>QP Code: 145436</b>                                                                   |                                                                                                          | <b>Total Pages: 1</b> | <b>Name:</b>             |
|                                                                                          |                                                                                                          |                       | <b>Register No.</b>      |
| <b>SECOND SEMESTER FIVE YEAR INTEGRATED P.G. – FYIP – REGULAR EXAMINATION APRIL 2026</b> |                                                                                                          |                       |                          |
| <b>Economics</b>                                                                         |                                                                                                          |                       |                          |
| <b>ECO2ID106 : DIGITAL ECONOMY</b>                                                       |                                                                                                          |                       |                          |
| <b>2025 Admission</b>                                                                    |                                                                                                          |                       |                          |
| <b>Maximum Time :1.5 Hours</b>                                                           |                                                                                                          |                       | <b>Maximum Marks :50</b> |
| <b>Section A</b>                                                                         |                                                                                                          |                       |                          |
| <b>All Questions can be answered. Each Question carries 2 marks(Ceiling : 16 Marks)</b>  |                                                                                                          |                       |                          |
| 1                                                                                        | What do you mean by digital divide?                                                                      |                       |                          |
| 2                                                                                        | Point out major challenges of E-commerce.                                                                |                       |                          |
| 3                                                                                        | What are the logistics models in business?                                                               |                       |                          |
| 4                                                                                        | Define big data.                                                                                         |                       |                          |
| 5                                                                                        | What is the rationale of ethical considerations in data usage?                                           |                       |                          |
| 6                                                                                        | What is the difference between e-commerce and e-retailing?                                               |                       |                          |
| 7                                                                                        | What do you mean by information value chain?                                                             |                       |                          |
| 8                                                                                        | Identify any two digital transformation strategies in the business.                                      |                       |                          |
| 9                                                                                        | Define digital economy. Point out the economic impact of digital economy                                 |                       |                          |
| 10                                                                                       | What are the features of Sharing Economy?                                                                |                       |                          |
| <b>Section B</b>                                                                         |                                                                                                          |                       |                          |
| <b>All Questions can be answered. Each Question carries 6 marks(Ceiling : 24 Marks)</b>  |                                                                                                          |                       |                          |
| 11                                                                                       | Discuss the importance of data analytics in the digital economy.                                         |                       |                          |
| 12                                                                                       | Examine the challenges of Intellectual Property Rights and Copyright in the digital age.                 |                       |                          |
| 13                                                                                       | Give examples of digital goods and services. Explain the pricing models of digital goods and services    |                       |                          |
| 14                                                                                       | Examine the advantages and disadvantages of digital payments and blockchain technology.                  |                       |                          |
| 15                                                                                       | How do network effects influence the pricing strategies of firms in two-sided markets?                   |                       |                          |
| <b>Section C</b>                                                                         |                                                                                                          |                       |                          |
| <b>Answer any ONE.Each Question carries 10 marks(1x10=10 Marks)</b>                      |                                                                                                          |                       |                          |
| 16                                                                                       | Discuss major theories of digital economy.                                                               |                       |                          |
| 17                                                                                       | What do you mean by job displacement? Discuss the challenges faced by job market in the digital economy. |                       |                          |