(b) E-Commerce Markets

(c) Law of Diminishing Returns (9,9)

[This question paper contains 4 printed pages.]

Your Roll No..............

Sr. No. of Question Paper : 3427 **J**

Unique Paper Code : 6132373603

Name of the Paper : Digital Economy (NEP)

Name of the Course : **B.A. Vocational (MM)**

Semester : VI

Duration : 3 Hours Maximum Marks : 90

Instructions for Candidates

1. Write your Roll. No. on the top immediately on receipt of this question paper.

2. Attempt any five questions. Each question is of 18 marks.

3. Part of the questions to be attempted together.

4. Answers may be written either in English or Hindi; but the same medium should be used throughout the paper.

1. Identify both the direct and indirect stakeholders within a company's ecosystem in the digital marketplace. Outline the interactions, essential relationships among the stakeholders of Digital Ecosystem. (18)

2. Discuss how the widespread adoption of internet access and mobile telephony has fostered the growth of the digital economy. (18)

3. (a) Explain the different production tools used in the production of digital goods.

   (b) Discuss the different categories of digital goods. (10,8)

4. Identify network effects associated with a particular digital service. How these effects may influence the market's temporal evolution? (18)

5. Describe the process that led to the de-monopolization of the telecommunications sector in Europe. Explain its resulting consequences on market structure. (18)

6. Identify and classify lock-in mechanisms associated with a digital service using appropriate examples. Discuss whether or not lock-in effects can be eliminated by market regulations. (18)

7. (a) What are the ethical challenges the digital economy face?

   (b) What will be the consequences of non-compliance of Digital Markets Act? (10, 8)

8. Write short note on any two of the following:

   (a) Multisided Platforms

P.T.O.