

**3426**

**4**

(b) Path dependence in digital Market

(c) Digital Market

(9,9)

(200)

[This question paper contains 4 printed pages.]

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

**Sr. No. of Question Paper : 3426**

**J**

Unique Paper Code : 6132363603

Name of the Paper : Digital Economy (NEP)

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

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.
3. Each question is of 18 marks.
4. Part of the questions to be attempted together.
5. Answers may be written either in English or Hindi; but the same medium should be used throughout the paper.

P.T.O.

3426

2

1. Define Digital economy Ecosystem. What are the challenges faced by digital Economy in Business models? (18)
2. Define the concepts of marginal cost, exclusivity and transaction costs for digital goods and digital services using relevant examples. Why are certain digital goods and services offered at no cost to consumers? (18)
3. How network effect may cause lock-in and sometimes also winner-takes-all situation? Explain formation of monopolies in digital market along with examples. (18)
4. Explain long tail distributions providing examples of its manifestation in digital services. (18)

3426

3

5. Analyse the business model of some popular digital services including World of Warcraft, Spotify, Facebook, Wikipedia, and Airbnb. (18)
6. (a) Analyse network access markets and information service markets.  
(b) Explain the stakeholder relationship model to model network effects in digital industries. (9,9)
7. Describe the Digital Market Act. What rights does the Digital Market Act provide to consumers and businesses? (18)
8. Write short note on any two of the following:  
(a) Information System Market

P.T.O.