(b) Digital Market Act

(c) Same sided and cross sided network effects

(9,9)

[This question paper contains 4 printed pages.]

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

Sr. No. of Question Paper : 3415 **J**

Unique Paper Code : 6132353602

Name of the Paper : Digital Economy (NEP)

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

Semester : VIth

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.

P.T.O.

1. Who are the key stakeholders in a company's digital market ecosystem? Analyse the impact of each stakeholder on the market performance. (18)

2. (a) Explain the concepts of exclusivity and transaction costs for digital services.

   (b) Explain the basic production models of digital goods. (9,9)

3. What is a multisided platform, and what are its defining characteristics? Identify the various user groups associated with a multisided platform. (18)

4. In what ways can positive network effects result into a sluggish initial adoption of new services. How can this problem be addressed by encouraging early market growth through initial free offerings? (18)

5. How is the stakeholder relationship model helpful for model network effects in digital industries? (18)

6. (a) Explain Resellers and Virtual Network Operators.

   (b) How does the long tail impact revenue generation? (9,9)

7. (a) How Does Digital Payment system works?

   (b) Discuss the Challenges associated with Digital Payment System. (6,12)

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

   (a) Components of Digital Ecosystem