

25U225

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Name :

Reg. No :

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2026

(FYUGP)

(Regular/Supplementary/Improvement)

CC24UECO2FM106 - DIGITAL ECONOMY

(Economics - MDC)

(2024 Admission onwards)

Time: 1.5 Hours

Maximum : 50 Marks

Credit: 3

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. How research and developments and policy implications helps in economic growth. [Level:1] [CO1]
2. Define business model. [Level:1] [CO2]
3. Why is it important to ensure data collection does not contribute to surveillance or control over individuals? [Level:1] [CO3]
4. How do automation and artificial intelligence (AI) impact customer service jobs? [Level:1] [CO4]
5. Define Big data. [Level:1] [CO1]
6. Can you explain how customer reviews and ratings affect competition in the sharing economy? [Level:2] [CO2]
7. Identify the major sources of big data. [Level:3] [CO3]
8. Why do traditional consumer welfare standards, which focus on pricing, not fully apply to digital platforms? [Level:1] [CO4]
9. Distinguish between direct and indirect network effects [Level:4] [CO1]
10. What is the importance of logistic management in e-commerce? [Level:1] [CO2]

(Ceiling: 16 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. What are the main social justice concerns raised by the digital divide in the context of the digital economy? [Level:1] [CO4]

12. Comment on historical evolution of digital economy. [Level:2] [CO1]
13. What are the challenges businesses face when adopting digital technologies, and how can they be addressed? [Level:1] [CO2]
14. What are the main issues with patent protection in the fast-evolving technology sector, and how can these challenges be addressed? [Level:1] [CO4]
15. What are the key aspects of cryptocurrency. [Level:1] [CO2]

(Ceiling: 24 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

16. How can e-commerce companies scale their logistics operations effectively? [Level:1] [CO1]
17. What challenges do organisation face when managing and analysing big data. [Level:1] [CO3]

(1 × 10 = 10 Marks)
