PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date 10-10-2025   **Time:** 09.30am to 11.00am

School: SOC/SOM-UG	**Program:** B.Sc. Economics
Course Code: BSE2003	**Course Name:** Digital Economics
Semester: V	**Max Marks**:50 **Weightage**:25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	26	24	-	-	-

Instructions:
   (i) *Read all questions carefully and answer accordingly.*
   (ii) *Do not write anything on the question paper other than roll number.*

Part A

Answer ALL the Questions. Each question carries 2 marks.   **5Q x 2M=10M**

1	List any two key features of Digital Economics.	2 Marks	L1	CO1
2	Compare physical goods and digital goods (two points).	2 Marks	L2	CO1
3	List two examples of IoT devices used in daily life.	2 Marks	L1	CO2
4	Name two components of the Digital Ecosystem.	2 Marks	L1	CO1
5	What role does connectivity play in IoT?	2 Marks	L1	CO2

Part B

Answer the Questions.   **Total Marks 40M**

6.	Examine the challenges and opportunities of digital goods in the modern economy.	10 Marks	L4	CO1
	Or			
7.	Examine the role of recommendation and feedback in **e**-commerce.	10 Marks	L4	CO1

8.	Explain the meaning and significance of the digital economy in the Indian context.	10 Marks	L2	CO1
	Or			
9.	Compare digital goods and digital services with examples.	10 Marks	L2	CO1

10.	Compare the role of digital goods and services in reducing marginal costs.	10 Marks	L2	CO2
	Or			
11.	Explain the zero average revenue per user concept with reference to social media platforms.	10 Marks	L2	CO2

12.	Explain the importance of bundling strategies in digital markets.	10 Marks	L2	CO2
	Or			
13.	Explain how the digital ecosystem supports innovation and entrepreneurship.	10 Marks	L2	CO2