

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF COMMERCE  
MID TERM EXAMINATION - NOV 2023**

**Semester :** Semester III - 2022

**Course Code :** BSE2003

**Course Name :** Sem III - BSE2003 - Digital Economics

**Program :** BSE

**Date :** 3-NOV-2023

**Time :** 9:30AM - 11:00AM

**Max Marks :** 50

**Weightage :** 25%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

**PART A**

**ANSWER ALL THE QUESTIONS**

**(5 X 2 = 10M)**

1. Digital economics is the convergence of \_\_\_\_\_ and \_\_\_\_\_  
(CO1) [Knowledge]
  2. PSTN full form is \_\_\_\_\_.  
(CO1) [Knowledge]
  3. Digital economics is the convergence or overlap of \_\_\_\_\_ and \_\_\_\_\_  
(CO1) [Knowledge]
  4. Elaborate ISP, DP and NP in the components of a Digital Economy  
(CO2) [Knowledge]
  5. Digital goods can be reproduced with no additional cost which is technically called as zero  
\_\_\_\_\_
1. Marginal Cost
  2. Average cost
  3. Production cost
  4. None of the above

(CO2) [Knowledge]

## **PART B**

**ANSWER ALL THE QUESTIONS**

**(2 X 10 = 20M)**

6. Interaction between human and tech is called the Internet of Things. Quote few examples from your everyday life where you have used Internet of Things for simplifying your life.  
(CO1) [Comprehension]
7. The academic field of digital economics overlaps with other arenas of economics. Digital economics is also known under different designations, each designation having a slightly different focus and scope. Name them and Elaborate on each of them in few sentences  
(CO2) [Comprehension]

## **PART C**

**ANSWER THE FOLLOWING QUESTION**

**(1 X 20 = 20M)**

8. Wikipedia offering a free encyclopedia on the Internet. There are few or no incentives for private actors to financially support or invest in Wikipedia. Wikipedia relies primarily on two sources of income for sustaining its operations: Financial donations from benefactors and voluntary work by authors who write and update articles. Identify the feature of the digital good or service mentioned above and quotes your own example for the same feature of digital good to justify it.  
(CO2) [Application]