

QP CODE: D2BEC2404	(Pages: 2)	Reg. No :
		Name :
Second Semester (FYUGP) Degree Examination April 2025		
MDC Economics		
ECO2FM106 : Digital Economy		
(Credits: 3)		
Time: 1.5 Hours	Maximum Marks: 50	
Section A		
Answer the following questions. Each carries 2 marks (Ceiling: 16 marks)		
1. Explain the data analysis function with example.	BL2	CO3
2. Mention three challenges in Data Protection.	BL2	CO1
3. Define cloud computing in your own words.	BL2	CO2
4. List the strategies for adapting to digital transformation.	BL1	CO2
5. Explain the concept of Block chain technology.	BL2	CO2
6. Describe how data analytics can be used to improve decision-making in a business.	BL2	CO3
7. List out the ethical concern in data collection regarding privacy and data onwership.	BL2	CO4
8. What is Copy right Infringement?	BL2	CO2
9. What are the social implications of the gig economy?	BL2	CO4
10. What is Intellectual property?	BL1	CO2
Section B		
Answer the following questions. Each carries 6 marks (Ceiling: 24 Marks)		
11. Choose a specific digital good or service and discuss how its pricing strategy reflects the unique characteristics of digital products compared to physical goods.	BL3	CO2
12. Explain the components of Endogenous growth theory.	BL2	CO1
(PTO)		

13.	Evaluate the social and economic implications of the sharing economy, considering both its potential benefits and the challenges it poses to traditional industries and regulatory frameworks.	BL4	CO4
14.	Discuss the role of AI in data analytics and explain how machine learning algorithms can be used to automate data analysis tasks.	BL2	CO2
15.	What role does workforce training play in addressing the digital skill gap?	BL2	CO4
Section C			
Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)			
16.	Explain the Economic impacts of digital economy.	BL2	CO4
17.	What are various E-commerce business models? Explain its challenges.	BL2	CO2
CO : Course Outcome			
BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)			