QP Code: D 123534		Total Pages: 1	Name:	
			Register No.	
	SECOND SEMESTER (C	CUFYUGP) DEGREE EXA ECONOMICS	AMINATION, APRIL 2025	
	ECO	2FM106 : DIGITAL ECO		
N #	· m· 4511	2024 Admission onwards		
wax	timum Time :1.5 Hours	Section A	Maximum Marks :50	
	All Questions can be answe		2 marks(Ceiling: 16 Marks)	
1	Define E-commerce. Point out two challenges of E-commerce.			
2	What do you mean by information value chain?			
3	Differentiate between blockchain and artificial intelligence.			
4	Define digital goods and services. Give two examples of each.			
5	What are the challenges of protecting digital content?			
5	Differentiate between intellectual property and copyright.			
7	Write a note on ethics in data collection and usage.			
8	Briefly explain endogenous growth theory of digital economy.			
9	Define metaverse. Give two applications of metaverse.			
10	What do you mean by job displacement?			
		Section B		
			6 marks (Ceiling: 24 Marks)	
11	Explain monetary theory of digital economy			
12	Define digital transformation. Explain the key elements of a digital transformation strategy.			
13	What are the different distribution channels used for digital services?			
14	What do you mean by digital divide? Examine the relationship between digital divide and inequality.			
15	What do you mean by big data? Examine the role of big data in the digital economy.			
		Section C		
	Answer any ONE.E	Cach Question carries 10 ma	arks(1x10=10 Marks)	
16	_	What are the important innovations of digital era? Analyze the potential of blockchain		
	technology to transform industries and businesses. Give an overview of the rise of digital economy. Critically evaluate the overall impact of the			
17	digital economy on society, considering both its benefits and challenges.			