

BIM / Eighth Semester / ITC 230: Economics of Information and Communication

Candidates are required to answer the questions in their own words as far as practicable.

Group "A"

1. Brief Answer Question:

[10 × 1 = 10]

- i. What do you mean by bundling?
- ii. Define unprofitable speculation.
- iii. What do you mean by product differentiation?
- iv. Define Knowledge Organizations.
- v. Define Preemption.
- vi. What do you mean by public good?
- vii. Define Metcalfe's law.
- viii. Define tippy market.
- ix. Explain briefly the Critical mass effect.
- x. What is Moral hazard problem?

Group "B"

Short Answer Questions

[6 × 5 = 30]

2. Explain how intermediary adds value.
3. Explain briefly the three different types of differential pricing with an example.
4. What are effects of standard war? Explain briefly.
5. Describe the generic strategies in network markets.
6. What is the adverse selection problem? Give example. How will the adverse selection problem be affected by the internet?
7. Write short notes on:
 - a. Optimal search rule
 - b. Telecommunication Policy 2060

Group "C"

Long Answer Question

[2 × 10 = 20]

8. What do you mean by knowledge Management? Explain in brief about TEN step road map to implement Knowledge Management process.
9. What are the ten major technological shifts in new economy that makes it distinct from the traditional economy?

