

TRIBHUVAN UNIVERSITY  
FACULTY OF MANAGEMENT

Office of the Dean

Aug - Sept 2017

Full Marks: 60

Time: 3 hrs.

**BIM / Eighth Semester / IT 230: Economics of Information and Communication**

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

**Group "A"**

**I. Brief Answer Questions:**

**[10 × 1 = 10]**

- i. What are the reasons for market failure?
- ii. Define optimal search rule.
- iii. What is trusted system?
- iv. Define critical mass.
- v. What is penetration pricing?
- vi. List one strategy that was used during browser war between Microsoft and Netscape.
- vii. What is data?
- viii. What do you mean by option value?
- ix. Why information goods are considered as experience goods?
- x. What are the key components of digital economy?

**Group "B"**

**Short Answer Questions:**

**[6 × 5 = 30]**

2. What is moral hazard problem? How information technology helps to reduce it? Explain with suitable example.
3. What is information good? Explain cost structure of information good.
4. What is intellectual property? Explain terms and conditions chosen for intellectual property with reference to analytics of rights management.
5. Write the evolution and revolution strategies for igniting the positive feedback. When these strategies are recommended?
6. How standards change the nature of the competition in the market? Explain.
7. What types of information resources are useful in crisis situation? Explain.

**Group "C"**

**Comprehensive Questions:**

**[2 × 10 = 20]**

8. What do you mean by technology shift? Explain with example.
9. What is versioning? Briefly discuss different types of versioning dimension.

