

**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"**

1. **Brief Answer Questions:** [10 × 3 = 30]
- i. Define Information Revolution.
  - ii. List the foundations of the information economy.
  - iii. What is market failure?
  - iv. Define Free Rider Problem.
  - v. Define Lock in.
  - vi. What is a trusted system? Give an example.
  - vii. When should government intervene in an information economy?
  - viii. What do you mean by incumbent supplier?
  - ix. What do you mean by new standards?
  - x. Give an example of any social media application which has been affected by negative feedback.

**Group "B"**

- Short Answer Questions:** [2 × 5 = 10]
- 2. What is Speculation? How is it different from Arbitrage? Differentiate between Profitable Speculation and Unprofitable Speculation.
  - 3. What is information product? Do you think information products have lower distribution costs?
  - 4. Do you think Hollywood has any kind of threat? Explain.
  - 5. What is KYC? Explain advantages of collecting user information for banks.
  - 6. Explain how standards can change the game in the market.
  - 7. List and Explain the Lock-in Strategy for Sellers.

**Group "C"**

- Comprehensive Questions:** [2 × 10 = 20]
- 8. What is new economy? Explain the Twelve themes of the new economy.
  - 9. What is versioning? Explain the ten dimensions of versioning.

