

Total No. of Questions : 5]

P-3796

[6025]-85

M.B.A.

403 BA : SC-BA-05 : ECONOMICS OF NETWORK INDUSTRIES

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions carry equal marks.
- 2) Figures to the right indicate full marks.
- 3) Neat diagrams must be drawn wherever necessary.

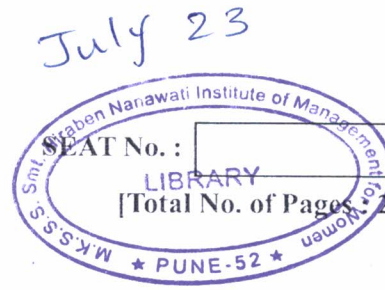
Q1) Solve any five (2 marks each)

- a) Define Network Economics.
- b) What is demand - side economics of scale.
- c) Short note on software variety.
- d) Explain Role of patent in Network industries.
- e) Explain outline Information goods.
- f) Define language as network.
- g) Role of Network in Airline Industry.
- h) Short note on Network four ATM.

Q2) Solve any two (5 marks each)

- a) Discuss the software variety under hardware competition.
- b) Explain dynamic approach to technology Revolutions.
- c) Discuss the impact of digital convergence on the market from Information.

P.T.O.



Q3) a) Explain demand side economics of scale of externality? **[10]**

OR

b) What is hardware Industry? What is the hardware compatibility and Network externalities approach. **[10]**

Q4) a) As a system expert you are requested to suggest the new technology advancement adoption approach? **[10]**

OR

b) Explain pricing information goods network hardware and software. **[10]**

Q5) a) Analyze the role of patents, licensing and standardization in network industries. **[10]**

OR

b) Justify the switching costs model four digital Banking initiative of Banks. **[10]**



Total No. of Questions : 5]

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SEAT No. :

[Total No. of Pages : 2

[5860]-415

S. Y. M.B.A.

SC - BA-05 : ECONOMICS OF NETWORK INDUSTRIES
(2019 Pattern) (Semester - IV) (403 BA)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Neat diagrams must be drawn wherever necessary.
- 3) Assume suitable data, if necessary.

Q1) Answer any 5 out of 8 (2 marks each)

- a) Role of Licensing in network Industries.
- b) Define network Economics.
- c) Short note on Social Economics of Interaction.
- d) Short note on languages as Networks.
- e) Short note on software piracy.
- f) Short note on Broadcasting and cable television industries.
- g) Role of Network in Airline Industry.
- h) Short note on Networks for ATM.

Q2) Answer any 2 out of 3 (5 marks each) :

- a) Explain virtual (system) networks.
- b) Explain Hardware compatibility.
- c) Write principles of Software Production.

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Q3) a) Explain the media of exchange as networks for E-lobbies. [10]

OR

b) Explain Economics of Entertainment places. [10]

Q4) a) Explain Demand side economies of scale Network externality. [10]

OR

b) Explain pricing information goods for network hardware and software. [10]

Q5) a) As a system expert you are requested to suggest the new technological advancement adoption approach. [10]

OR

b) Justify the switching costs model for Digital Banking Initiative of Banks. [10]

