

Total No. of Questions : 5]

**PB4740**

**[6201]-415**

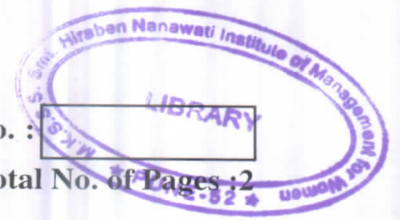
**S.Y.M.B.A.**

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

**(Revised 2019 Pattern) (Semester - IV)**

SEAT No. :  

[Total No. of Pages : 2]



*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Figures to the right indicate full marks.*
- 4) *Assume suitable data, if necessary.*

**Q1) Answer any 5 out of 8 [2 marks each]**

**[5×2=10]**

- a) Define Network Economics.
- b) State system effect in Information Industry.
- c) Define software variety under hardware competition.
- d) Define Software Piracy.
- e) Define language as network.
- f) Short note on spectrum allocation.
- g) Define Digital Convergence.
- h) Role of Patent in network industry.

**Q2) Answer any 2 out of 3 [5 marks each]**

**[2×5=10]**

- a) What are the software variety under hardware competition.
- b) Explain Characteristics of Network industries for cost structure.
- c) Discuss the impact of digital convergence on the market from Information.

**P.T.O.**



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

OR

b) What is the economics of internet advertising? Explain with example.

**Q4) a)** Discuss the business model of Zero Pricing. **[10]**

OR

b) Explain pricing information goods network hardware and software.

**Q5) a)** Evaluate the Role of code sharing agreements in Airline industry. **[10]**

OR

b) As a system expert you are requested to suggest the new technological advancement adoption approach.

Q Q Q