

Total No. of Questions : 5]

PD2735

[6430]-85

S.Y.M.B.A.

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

(Revised 2019 Pattern) (Semester-IV)

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 Each]

- a) Role of Network in Airline Industry.
- b) What is demand - side economics of scale?
- c) Define software variety under hardware competition.
- d) Explain outline Information goods.
- e) Short note on Software Pricing.
- f) Short note on spectrum allocation.
- g) Define Digital Convergence.
- h) Role of Licensing in network Industries.

P.T.O.

Q2) Answer any 2 out of 3 :

[5 Each]

- a) Explain dynamic approach to technology Revolutions.
- b) Explain characteristics of Network industries for cost structure.
- c) Explain Hardware compatibility.

Q3) a) Explain media of exchange as network.

[10]

OR

- b) What is mean by the of zero pricing business model? Explain with example.

Q4) a) Explain Demand side economics of scale Network externality.

[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) Analyze the role of patents, licensing and standardization in network industries.

