


Name:			
Enrolment No:			
UPES End Semester Examination, December 2023			
Course: BBA-GLOBAL Program: Digital Economy Course Code: DSIT2016		Semester: III Time: 03 hrs. Max. Marks: 100	
SECTION A 10Qx2M=20Marks			
S. No.	Multiple Choice Questions	Marks	CO
Q1	Which of the following is a key aspect of the digital economy? a) Dependency on physical infrastructure b) Limited access to global markets c) Emphasis on traditional business models d) Connectivity and digital innovation	2	CO1
Q2	Which industry has extensively embraced IoT for improving efficiency and operations? a) Automotive b) Entertainment c) Agriculture d) Fashion	2	CO2
Q3	What does a block in a blockchain contain? a) Only financial transactions b) Data and a unique identifier c) Encrypted messages d) Pictures and videos	2	CO2
Q4	What role does IoT play in a smart city? a) It helps in increasing pollution levels. b) It allows devices to communicate and share data for efficient city management. c) It has no relevance in the context of smart cities. d) It only helps in creating traffic congestion.	2	CO2
Q5	What security feature is commonly used in verifying online transactions in digital payments? a) SSL (Secure Sockets Layer) b) DPI (Deep Packet Inspection) c) OTP (One-Time Password)	2	CO1

	d) VPN (Virtual Private Network)		
Q6	What impact can the gig economy have on traditional employment structures? a) Reducing job opportunities b) Increasing job security c) Creating a more fluid and flexible job market d) Encouraging long-term employment contracts	2	CO2
Q7	What does the abbreviation "QR" stand for in QR codes used for payments? a) Quick Response b) Quantum Resonance c) Quickest Remittance d) Query Resolution	2	CO1
Q8	What does LMS stand for in the context of e-education? a) Learning Management System b) Learning Methodology in Schools c) Lecture Management System d) Learning Module Software	2	CO2
Q9	Which technology has been a driving force in the expansion of the digital economy? a) Blockchain b) Nanotechnology c) Biotechnology d) Robotics	2	CO2
Q10	Which technology is commonly used for real-time online classes? a) VR (Virtual Reality) b) AR (Augmented Reality) c) Video conferencing d) Gamification	2	CO2
SECTION B 4Qx5M= 20 Marks			
	Attempt all the questions		
Q1	Discuss evolution of digital banking system in India?	5	CO3
Q2	What are the different type of network effects?	5	CO2
Q3	What is a cryptocurrency, and how does it relate to blockchain?	5	CO3
Q4	What are the benefits and downside of digitalizing the economy?	5	CO2

SECTION-C
3Qx10M=30 Marks

	Attempt all the questions		
Q1	Discuss the challenges related to the infrastructure and access to high-speed internet in various regions for the digital economy?	10	CO3
Q2	What is strong and weak AI. Explain the role of AI in recommendation systems, such as those used by streaming platforms or e-commerce websites.	10	CO3
Q3	“IoT ensure the security and privacy of connected devices and data”. discuss?	10	CO4

SECTION-D
2Qx15M= 30 Marks

	Attempt all the questions		
Q1	Blockchain is a technology widely used in fields ranging from finance to retail. What characteristics of blockchain technology make it so ideal for industries transforming digitally? Explain	15	CO4
Q2	What is big data and its origin, what tools can be used for big data analysis and does big data analysis help in intelligent decision making in the digital realm?	15	CO3