

UPES
End Semester Examination, December 2024

Course: Digital Economy & Business
Program: BBA-GLOBAL
Course Code: DSIT2016

Semester: III
Time: 03 hrs.
Max. Marks: 100

Instructions:

SECTION A
10 x2M=20Marks

S. No.	ATTEMPT AI , QUESTIONS:	Marks	CO
	Multiple Choice Questions :	20	COI
1.	1. That is one of the key amendments in the RBI's updated guidelines? a) Limitation on high risk account monitoring. b) Introduction of a new customer identity verification system. c) Simplified process for existing KYC- compliant customers. d) Requirement for new KYC procedures for all customers.	2	
2.	Which among the following is NOT an example of Digital Business? a) OYO rooms b) OLA, UBER c) Reliance SMART d) D Matt Ready	2	
3.	A type of service for which the Customers pay a fix amount, usually monthly, is an example of which Digital Business Model? a) Affiliate fees b) Transaction fees c) Subscription fees d) Licensing feesA	2	
4.	e-RUPI is developed by which of the following? a) RBI b) NITIAYog c) NPC (National payments corporation of India) d) CSIR (Council of Scientific Research	2	

5.	Which is the second company to hit \$900 billion market capitalization after APPLE? a) Google b) Walmart c) Amazon d) Facebook	2	
6.	Which of the following scheme's next phase was announced in the Union Budget 2022? a) Stand up India, Start Up India b) Aatmanirbhar Bharat c) Ease of Doing Business d) Make in India	2	

7.	Which country has the maximum number of bank branches in the world? a) Canada b) China c) India d) USA	2	
8.	Which state has become the largest manufacturing hub in the country as per RBI? a) Maharashtra b) Tamil Nadu c) Gujarat d) UP	2	
9.	How much money has been allocated to the department of Space in the Union Budget? a) 700 CR b) 11,700 CR c) 13,700 CR d) 10,700 CR	2	
10.	The transformation of key business processes through the use of digital or internet technologies is known as: a) E-business b) E-commerce c) Digital business d) Both	2	

SECTION B
4Qx5M= 20 Marks

	Differentiate between the following with an example of each:	20	C02
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1.	Economic & Non-Economic Environment.	5	
2.	GATT and WTO	5	
3.	BARTER and Monetized Economy	5	
4.	Multilateralism vs regionalism		

SECTION-C
3Qx10M=30 Marks

	Answer the following:	30	C03
1.	"Digital Transformation is not about Technology at all, its about People" Illustrate with an example or case.	10	
2.	"Modern Economies are not 'CLOSED' but 'OPEN'". Discuss in context with their engagement in International Trade & Competition.	10	
3.	Analyse SWOT of two industries of Indian origin doing remarkable job for increasing economy at international trade.	10	

SECTION-D
2Qx15M= 30 Marks

	CASE STUDY:1	30	C04
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1.	<p>India is taking Step towards 4th revolution which is known as digital revolution. Digital revolution has made payment easier. It is eco-friendly and govt. can track transaction easily. Black money can easily be seen in digital economy. UPI was the biggest reason that made India digital in terms of payment. Other foreign countries also using UPI for their money transaction and making their own economy digital.</p> <p>There is a need to leverage today's emerging technologies, such as 10T and prescriptive analytics, to better connect with existing and potential customers and to be more responsive while also being more efficient and effective. To compete in the years ahead, organizations whether they are for-profit businesses, service-oriented entities, such as healthcare systems, or non-profit and government institutions -- will need both leaders and employees who are able to innovate. Become better prepared to explore how best to develop or use emerging technologies or risk being left behind as the digital economy moves forward.</p> <p>Q1. there is a need to leverage today's emerging technologies. Q2. What do you understand by India's 5th revolution? Elaborate with an Example. Q3. "UPI was the biggest reason that made India digital in terms of payment." Explain</p>	15	
2.	CASE STUDY:2	15	

Block chain technology is a powerful tool in various economic industries including financial management, banking services, insurance, and compensation. With the continuous development of block chain technology, newer and more creative applications are emerging, particularly in the tourism and digital economy sectors. In the tourism industry, block chain can be used for reservation management, payment, and travel expenses to improve service quality, reduce costs, and increase security and privacy. Block chain technology can also be effective in reducing fraud in the tourism industry, which can lead to increased trust among travellers. By using digital signatures and the trust network of block chain, tourism transactions and information can be safely and reliably registered and managed. The digital economy, as a new and innovative economy, uses digital technologies and electronic communications to conduct economic and business activities. This type of economy usually includes a wide range of sectors, such as e-commerce, digital marketing, digital financial services software development, computer games, and cloud services, among others. The use of digital technologies and electronic communications in these sectors has led to a significant shift towards online business interactions, faster processing, and digitalization, which has improved user experiences and made access to services and products easier. The digital economy is recognized as the main driver of economic growth and development in many advanced countries and continues to develop continuously due to the special importance of digital technologies and their impact on economic and business activities. Therefore, in this descriptive research, we focus on examining the digital economy and its impact on businesses and users, as well as evaluating the opportunities for easy and fast access to products and services that can lead to increased efficiency and productivity. In addition, the digital economy has significant impacts on various economic, social, and cultural areas, such as changing the way people work and interact with each other, promoting more flexible and remote working arrangements, and increasing global connectivity. Furthermore, the digital economy has also had an impact on education, healthcare, and entertainment, among other sectors. The advancement of technology and electronic communications has pushed the global economy towards digitalization. The role of the digital economy in promoting global digitalization is crucial, and it is expected that its impact will continue to increase in the future.

- Q1. Block chain technology is a powerful tool in various economic industries. Elaborate with an example.
- Q2. How Digital Economy has improved user experiences & made access to services & product easier? Explain
- Q3. 'The advancement of technology and electronic communications has pushed the global economy towards digitalization.' Explain with an Example