

DEPARTMENT OF MANAGEMENT, SMBS
JAMIA HAMDARD
BBA 2ND SEMESTER EXAMINATION
PAPER CODE: BBA P-03; PAPER TITLE: DIGITAL ECONOMY

Time: 03 Hours
Maximum Marks: 75

Roll No. _____

Instructions:

Write your roll number immediately on the receipt of this question paper

Section A: Attempt any six (6) questions out of nine (9)
Section B: Attempt any three (3) questions out of six (6)

6*5 = 30 Marks

3*15 = 45 Marks

Section-A

- Q1. What do you understand by QR Codes, explain their role as an enabler for digitization?
- Q2. Explain the term IoT with the help of suitable examples.
- Q3. Highlight some of the major transformations in telecommunication sector in the past few years
- Q4. Discuss the concept of Digital Economy with respect to its challenges and way forward.
- Q5. Elucidate the role of digitization for startup ventures.
- Q6. Describe the significance of digitization in health care sector.
- Q7. Explain the concept of E-Governance and its features
- Q8. Discuss the role of digitization in E-Commerce
- Q9. Write a comprehensive note on the country's leading in digitization and the reasons behind their success.

Section-B

- Q1. (a) What do you understand by Disruptive Innovation (7 marks)
(b) Discuss the case of Apple as a disruptive innovator (8 marks)
- Q2. (a) Explain the importance of digitization in hospitality and tourism sector with corporate examples (15marks)
- Q3. Discuss the case of PayTm as a leader in Digital Payments. Highlight its key areas of business, post-demonetization In India. (15 marks)
- Q4. Write short notes on (a) PoS Machines. (b) RFID (c) Wireless Technologies. (d) Smart Cards
(e) Smart Devices. (3*5 =15 marks)
- Q5. Discuss "Digital India" campaign comprehensively and its importance to encourage digitization in India (15 marks)
- Q6. What you do understand by the term "Digital Planet", explain with the help of suitable examples from Banking, Travel & Shopping sectors. (15 marks)

-----**END**-----