

## **ECO 329 - Economics of Digitization and the Internet**

Ankara University

Department of Politics and Economics

Faculty of Political Sciences (Mülkiye)

2024/2025 Academic Year, Winter Semester

Mid-term Exam

23 November 2024

**Lecturer:** Altuğ Yalçıntaş

**Time limit:** 60 mins. **Page limit:** 1 page.

**Q1:** Discuss the concept of “creative destruction” as introduced in our classroom discussions. Analyze the implications of this policy for digital companies and nation-states in the twenty-first century, providing one real-world example to support your analysis. (35%).

**Q2:** Discuss the concept of “prosumption,” as introduced by Alvin Toffler in the 1980s. How has the rise of digital technology and the internet transformed the role of consumers into prosumers? Analyze the implications of this transformation for traditional business models and consumer engagement strategies, providing one real-world example to support your analysis. (35%).

**Q3:** Refer to the visualization on the reverse side of this page. (Source: OECD.ai)

- Describe the subject of the visualization.
- What insights does it convey?
- As a researcher or entrepreneur, what lessons and strategies would you derive from the visualization? (30%)