

**Priyadarshini College of Engineering, Nagpur**

**Department: C Tech/IT/CSE**

**CAT II (2022-23)**

**Semester: VI**

**Subject: Economics of IT industry**

**Subject Code: BTIT607T/BTCT606/T/BTECH-CSE-608T**

**Duration: 1 Hr.**

**Max. Marks: 20**

**Note: 1. Solve Q.1 or Q.2, Q.3 or Q.4**

**2. All questions carry marks as indicated.**

Q. N.	Questions	Marks	CO	BL
1.A	Explain various phases of Business cycle	5	CO2	3
1.B	Analyze top line and bottom line of the business organization.	4	CO3	3
1.C	Top line of business organization means 1.Gross sales revenue 2.Net profit 3. Gross deficit 4. None of these.	1	CO3	3
<b>OR</b>				
2.A	What do you understand by E Commerce state its importance.	5	CO3	3
2.B	Elaborate in your own words the concept of digital economy and digital age, digital divide,	4	CO2	3
2.C	One of the main causes of poor bottom line is 1) Increasing cost structure. 2. Increase in financial expenses.3. Both 1 and 2 4. None of these.	1	CO3	3
3.A	Explain Venture capital and angel funding as sources of business finance.	4	CO4	4
3.B	Write short notes on: 1. Digital economy 2. Digital age 3. Digital divide	5	CO2	4
3.C	State whether TRUE or FALSE Venture capital support is responsible for start-up growth in India.	1	CO4	4
<b>OR</b>				
4.A	Explain organic vs inorganic growth model of business.	5	CO4	4
4.B	Explain various phases of business cycle. <i>write short notes on i) through ii) depression</i>	4	CO4	4
4.C	State whether TRUE or FALSE Digitization of Indian economy promotes fast and hassle-free transactions.	1	CO4	4