Code: 17E00307

MBA III Semester Supplementary Examinations October 2020
MOBILE COMMERCE
(For students admitted in 2017 & 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks
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SECTION – A
(Answer the following: 05 X 10 = 50 Marks)

1 (a) What is M-commerce?
  (b) What are the perceived benefits of M-commerce?
OR
2 (a) Describe the technical issues in mobile commerce.
  (b) Briefly explain about the mobile commerce systems.

3 (a) What are the techniques used for exchanging information in mobile commerce?
  (b) Explain the emergence of location-based mobile commerce.
OR
4 (a) What is mobile-based approaches?
  (b) What are the needs of mobile-based approaches?

5 (a) Write note on the Current status of Mobile commerce.
  (b) What are the utilities of mobile commerce?
OR
6 (a) What are the models of M-commerce?
  (b) Explain the characteristics of different models.

7 (a) What is mobile payment and mobile banking?
  (b) How mobile payment and mobile banking is associated in M-commerce?
OR
8 (a) Write a detailed note on 4G and 5G systems.
  (b) How you can differentiate 4G and 5G systems.

9 (a) What is knowledge management?
  (b) Explain the benefits of knowledge management.
OR
10 (a) Which are the mobile banking applications in the current e-market?
   (b) Distinguish the mobile banking applications in terms of its characteristics.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11   **Case Study:**

XIONY Ltd is an excellent trading company established in the year 2000. The products traded by the company became popular soon. To extend the market coverage they start use m-trading through mobile application ''cyfone'' in the year 2002. Within a few time, the company could use the enormous potential of e-commerce. The product becomes popular in the online market. But, unfortunately, after a few years, the company lost its big market share. Suddenly the company made an internal assessment and market review and it is found that the growth of sale at the offline market is yet ''**excellent**''.

Do you feel that the company should not have started mobile trading? If they still want to start, what they should have done?

Questions:

(a) Observe, what might be the real causes of market failure.

(b) What would be your advice to the company to revamp the situation?

(c) What would have been the right strategy for the company for a market extension?

(d) Dou you feel that the company should not have started mobile trading. If they still want to start, what they should have done.

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MBA III Semester Regular & Supplementary Examinations November/December 2019
MOBILE COMMERCE
(For students admitted in 2017 & 2018 only)

Time: 3 hours   Max. Marks: 60

All questions carry equal marks
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SECTION – A
(Answer the following: 05 X 10 = 50 Marks)

1 (a) What is the technically advanced handheld devises? Explain.
   (b) Observe the future trends in mobile commerce.
OR
2 (a) Write note on mobile commerce system.
   (b) How commerce system differs from traditional marketing system?

3 (a) What is information system?
   (b) What are the implications of information systems in mobile applications?
OR
4 (a) How a transaction database can be created?
   (b) Is the transaction database can be accessed by the clients? How?

5 (a) What are the issues in adopting M-commerce in business?
   (b) Explain the role of M-commerce in business development?
OR
6 (a) What are the M-commerce services to customers?
   (b) Explain the perceived benefits of mobile commerce services to customers.

7 (a) What is mobile computing? State its objectives.
   (b) What are the types of mobile computing?
OR
8 (a) What is the mobile marketing strategies followed by the market leaders?
   (b) Explain the latest M-commerce technologies in the Indian market.

9 (a) How you can dissect quality of perception in M-commerce?
   (b) What are the distinctions between M-commerce and E-commerce?
OR
10 (a) How M-commerce influence on business success?
   (b) What are the services for mobile commerce application?

SECTION – B
(Compulsory question, 01 X 10 = 10 Marks)
11   **Case Study:**
       NEXA Ltd is a newly established trading company in Jharkhand specialized in FMCG. To maximize the market coverage, they started to widely use advertising media. It covers a large cost. As and when the company modify their product/s or launch a new product/s, the company need to use different communication mix. Whereas, after a few years, while associate with a trade fare in Mumbai, the company management recognizes the enormous potential of mobile commerce. It was the time the company proposed 1500 crores, to launch new shops at different parts of the country.
       (i) What are the possible plans for the company to maximize its FMCG market?
       (ii) What according to you the right decision to be taken by the company in this situation?
       (iii) What would be your advice that how to implement the suggested decision?
       (iv) What would be the strategy of the company to explore the market benefits and manage the obstacles?
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MBA III Semester Supplementary Examinations May 2019
MOBILE COMMERCE
(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks
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SECTION – A
(Answer the following: (05 X 10 = 50 Marks)

1   Explain in detail about technology issues in mobile commerce.
OR
2   Write a short note on: (i) Smart phones. (ii) Laptops. (iii) PDAs. (iv) Tablets.

3   How to accesses the transactional database for M-commerce?
OR
4   Explain the techniques of information exchange in mobile commerce.

5   Write the interactions between handheld devices mobile applications and users.
OR
6   Discuss in detail about the purpose of handheld devices.

7   Write the following: (i) Mobile marketing. (ii) Mobile ticketing. (iii) Mobile payments.
OR
8   What are the wireless devices available for mobile commerce? Explain.

9   Explain the types of mobile commerce services.
OR
10 Describe the quality of perception in mobile commerce.

SECTION – B
(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**
    Banks today are aware of both the threat and the opportunity that the Web represents. But even a detailed and thoughtful approach to the Web does not guarantee business success. The main purpose behind the launching of online banking services is to provide the customers with an alternative, more responsive and with less expensive options. With options just a click away, customers have more control than ever. They expect real-time answers and superior usability. They also want personal attention and highly customized products and services. The focus of e-business must always be on the customer.
    XYZ Bank a strong financial brand with more than 200 million customers, 8 million online relationships and a global reach. It has been perceived, as the edge of innovative leveraging its global expertise, it introduce e-business solutions like: (i) 24 hour phone banking service. (ii) Automated teller machines. (iii) Internet shopping card.
    Questions:
    (a) Explain the business model of XYZ Bank.
    (b) What are the objectives of launching XYZ Bank online?
    (c) What can you conclude from the case study?

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Time: 3 hours   Max. Marks: 60

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SECTION – A
(Answer the following: (05 X 10 = 50 Marks)

1   What are the present trends in m-commerce? Explain with an example.
OR
2   What is mobile commerce system in e-commerce?

3   What are the challenges of information system and applications in mobile commerce?
OR
4   Explain the emergence of location based mobile commerce.

5   Explain mobile commerce and usability.
OR
6   Explain landscape analysis in detail.

7   Explain mobile access technology in detail.
OR
8   Explain about: (i) Mobile banking. (ii) Mobile computing. (iii) Digital cellular technology.

9   Explain the portals for business success in M-commerce.
OR
10   Explain about: (i) Mobile computing context. (ii) Multimedia messaging peer mobile financial services.

PART – B
(Compulsory question, 01 X 10 = 10 Marks)

11   **Case study:**
     XYZ's is known for its underwear clothing, but it also sells T-shirts, Sweat Shirts and Boxers. Unlike the underwear business in which the company sells product directly to large retailers such as wall-mart, the active wear division, which manufactures blank T-shirts, uses several dozen distributors. These sells their shirts to about 30,000 screen printers embroiders who decorate the shirts and sells them to public and for retailers who then market them to customers.
     The market is very competitive and complex. The distributors sell other product as well and also T-shirts made by XYZ's competitors. Therefore the relationship between active wear and its distributors are critical. To boost these relationships. XYZ decided to develop and maintain an individual web customer site for each of their 40 key distributors on an extranet. Each site includes colour electronic catalogue, inventory level information, buyers credit a availability and ordering from both the shirts printers and retailers enter the distributors site to facilitated their own back office operation of inventory and billing. The distributors are allowed to advertise and sell other vendor product on the website. These ways XYZ commits itself to a supporting system that benefits all the channel members in a link that start with its own sites.
     XYZ hopes to gain favour with distributors, many of whom do not have time or money to built there website. The system also includes models that automatically that suggest XYZ's substitute product for products not in stock. Even though building and maintenance 40 sites incur a cost, XYZ believes that the investment pays for itself XYZ's uses its experience to generate profit by setting up website for other companies.
     Questions:
(a)   State the significance of this case study.
(b)   Is the E-commerce system bringing XYZ closer to its customer? Why and why not?
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