

**M.B.A. (GEN.) / M.B.A. (HR) / Semester - IV (2012
COURSE)(CHOICE BASED CREDIT SYSTEM)/ M.B.A. (FM)
Semester - IV (2013 (CHOICE BASED CREDIT SYSTEM) :
SUMMER - 2019**

SUBJECT: ELLECTIVE – VII MOBILE COMMERCE & TECHNOLOGY (ITM)

Day : Wednesday
Date : 29/05/2019

S-2019-2310

Time : 02.00 PM TO 05.00 PM
Max. Marks: 100

N.B.:

- 1) Attempt any **FOUR** questions from Section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answer to both the sections should be written in **SAME** Answer book.

SECTION-I

- Q.1** Discuss the different forces behind revolution of M Commerce in detail. **(15)**
- Q.2** What is the current generation of network communication? What are the advantages of 3G over 2 G? Why there is always need to move to next generation? **(15)**
- Q.3** Explain the role of cryptography to ensure the security in M commerce business application. **(15)**
- Q.4** Differentiate between wireless and wired technologies. Explain Wi-Fi, W-max, Bluetooth and RFID in detail. **(15)**
- Q.5** Write short notes on: Any **THREE** of the following: **(15)**
- a) Mobile network operators
 - b) WAP security
 - c) Mobile E- Ticketing
 - d) TCP for wireless links

SECTION II

- Q.6** Discuss Macro and Micro Payment services in Mobile commerce with example. Explain how the security of payment can be handled. **(20)**
- Q.7** Discuss application of mobile commerce in healthcare industry in detail with limitations of mobile environment. **(20)**
- Q.8** Discuss Location based services such as Local discount offers, Tracking and monitoring of people with suitable example. Also explain role of location information broker in M commerce value chain. **(20)**

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