

**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 - 2018**

**SUBJECT: ELECTIVE –VII: MOBILE COMMERCE & TECHNOLOGY (ITM)**

Day: **Tuesday**  
Date: **05/06/2018**

**S-2018-1933**

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

**N.B.:**

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

**SECTION-I**

- Q.1** What are the reasons behind m-commerce revolution? What is the current status of m-commerce in India? (15)
- Q.2** a) Explain 3G and 4G mobile networks. (08)  
b) Explain the concept of authentication and authorization with suitable example. (07)
- Q.3** What is M-commerce? Discuss the significance of m-commerce in NTT Docomo-mode portal in brief. (15)
- Q.4** What is wireless communication? Explain wi-fi and Bluetooth technologies in brief. (15)
- Q.5** Write short notes on any **THREE** of the following: (15)  
a) Infrastructure equipment vendors  
b) Content providers  
c) Mobile payment standardization  
d) Certification Authorities

**SECTION-II**

- Q.6** Propose a startup venture for m-commerce application for electronic goods. Give detail of your business plan and marketing strategies. (20)
- Q.7** What is mobile security? Explain how digital signatures assist m-commerce security. (20)
- Q.8** a) Explain various applications of mobile entertainment with proper example. (10)  
b) What is E-trading & E-ticketing? Explain it with suitable example. (10)

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