

**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) :  
WINTER - 2017**

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

Day: **Tuesday**  
Date: **19/12/2017**

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

**W-2017-1817**

**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 is M-commerce? Justify “Is m-commerce just an extension of e-commerce”. (15)
- Q.2** Explain the roles of Mobile Network operators, mobile portals and third party billing provides in m-commerce value chain. (15)
- Q.3** Explain in detail Nordea’s WAP solo mobile banking services. (15)
- Q.4** What is wireless communication? Explain in detail w-MAX and RFID. (15)
- Q.5** Write short notes on any **THREE** of the following: (15)
- a) Content Provider
  - b) GSM
  - c) Mobile payment standardization
  - d) Mobile IP

**SECTION-II**

- Q.6** Propose a startup venture for m-commerce application for online booking. Give details of your business plan and marketing strategies. (20)
- Q.7** What is Cryptography? Explain with suitable example WAP security. (20)
- Q.8 a)** Explain in detail Mobile directory services. (10)
- b)** Explain in detail Next Generation M-Commerce Scenarios. (10)