

IMSc IT (SD-WM) Sem.-8 Examination

SMD-805

Mobile Ecosystem & Business Model

Time : 2-30 Hours]

May-2025

[Max. Marks : 70

Instructions:

1. Figures to the right indicates full marks
2. Neat diagrams must be drawn wherever necessary.

Question 1-A) Explain details of M-Commerce Applications.

(07 Marks)

OR

Explain difference between software electronic coins and hardware electronic coins.

(07 Marks)

Question 1-B) Explain Sole Proprietorship, Partnership and Public or Private Limited Company.

(07 Marks)

OR

Give the examples of business models and explain them in detail.

(07 Marks)

Question 2-A) Explain Advertising and Email Marketing. Also explain about customer loyalty programs

(07 Marks)

OR

Explain scope of mobile commerce in exploring business opportunities across various industry domains.

(07 Marks)

Question 2-B) Explain future of Mobile Marketing in detail. (07 Marks)

OR

Explain Mobile Commerce and advantages of Mobile Commerce. (07 Marks)

Question 3-A) Explain M-Commerce value chain processes. (07 Marks)

OR

Explain Mobile Marketing and various types of Mobile Marketing Strategies. (07 Marks)

Question 3-B) Explain Mobile Coupons and types of Mobile Coupon. Also explain process to redeem mobile coupon. (07 Marks)

OR

Explain mobile advertising and types of mobile ads. (07 Marks)

Question 4-A) Explain Mobile Website and advantages of Mobile Website. (07 Marks)

OR

Explain Mobile Banking and advantages of Mobile Banking. (07 Marks)

Question 4-B) Explain difference between web, native and hybrid application. (07 Marks)

OR

Explain working and major benefits of Google Ads and how to make money with Google Ads. (07 Marks)

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Question 5-A) Explain pros and cons of Free Apps. (07 Marks)

OR

Explain pros and cons of Paid Apps. (07 Marks)

Question 5-B) Explain what does the Business Plan include. (07 Marks)

OR

Explain creation of value in business. (07 Marks)
