

Reg. No .....

Name .....

**B C A DEGREE END SEMESTER EXAMINATION - MARCH 2020**  
**SEMESTER 6 : MOBILE APPLICATIONS AND CLOUD TECHNOLOGY**  
**COURSE : 16U6CRBCA17 : MOBILE ECOSYSTEM AND BUSINESS MODELS**  
**(Common for Regular 2017 Admission & Supplementary 2016 Admissions)**

Time : Three Hours

Max. Marks: 75

**Section A**

**Answer any 10 (1 marks each)**

1. Give some examples for mobile operators?
2. Define proprietorship?
3. List the common ways of funding a company?
4. How can we classify a market?
5. What are the two methods used for market sizing analysis?
6. What is banner?
7. What is QR code?
8. Define the term 'localisation' in mobile app?
9. Define app analytics?
10. Define WAP protocol?

(1 x 10 = 10)

**Section B**

**Answer any 8 (2 marks each)**

11. Point out the difference between general partnership and limited partnership?
12. Write short note on today's mobile ecosystem?
13. what are the components of value proposition canvas list?
14. Differentiate between market sizing and market sizing analysis?
15. What is the need for mobile marketing?
16. Explain about the strategies for testing and measuring mobile marketing campaigns?
17. What is the significance of Questionnaire as a data collecting tool?
18. Explain about Google AdWords and AdMob?
19. What are the challenges faced by gaming companies?
20. What are the different business models of E-commerce?

(2 x 8 = 16)

**Section C**

**Answer any 5 (5 marks each)**

21. Explain in detail about the major activities of a business?
22. Write a note on strategic analysis of IKEA's
23. What are the benefits of MMS in comparison to the standards SMS Marketing strategy?
24. Explain location based marketing with examples?

25. List some of the tactics that will help to create a simple mobile marketing strategy?
26. Explain different steps in app store business model?
27. Define Premium SMS? What are the factors affecting premium SMS services.

(5 x 5 = 25)

**Section D**

**Answer any 2 (12 marks each)**

28. Explain about business model canvas with a neat diagram?
29. Explain and elaborate on Market segments?
30. Explain the pricing model of a mobile advertising ecosystem?
31. What is paid game business? What are the steps to make a successful paid game business.

(12 x 2 = 24)