

Reg. No

Name

19U624

BCA DEGREE END SEMESTER EXAMINATION - MARCH 2019
SEMESTER 6 : MOBILE APPLICATIONS AND CLOUD TECHNOLOGY
COURSE : 16U6CRBCA17 : MOBILE ECOSYSTEM AND BUSINESS MODELS
(For Regular - 2016 Admission)

Time : Three Hours

Max. Marks: 75

Section A

Answer all the following (1 marks each)

1. What is OEM?
2. What is a partnership form?
3. How will you define venture capital?
4. Define Market sizing?
5. What is the significance of Mobile apps market?
6. Define Mobile advertising?
7. What are the different types of banner?
8. What is native app?
9. What is app store optimisation?
10. What is NFC?

(1 x 10 = 10)

Section B

Answer any 8 (2 marks each)

11. What do you mean by business operations?
12. How to create a business plan?
13. How the market is segmented?
14. Write short note on mobile application marketing?
15. State the need for Ad words in mobile apps?
16. List any four tactics to create a simple mobile marketing strategy?
17. List the factors that makes an app successful and to maximise revenue?
18. What is the use of creating a measurement plan?
19. Explain about WAP?
20. Explain about the challenges faced by the gaming companies?

(2 x 8 = 16)

Section C

Answer any 5 (5 marks each)

21. Explain the concept of a business model?
22. Mention what are the components decisions company has to take to overcome all the barriers?
23. Explain value proposition along with few examples?
24. With a suitable diagram explain about the process of market discovery and validation?
25. Explain about different forms of mobile ads?
26. Explain about Freemium model with an example?
27. What are the pros and cons of using business games?

(5 x 5 = 25)

Section D

Answer any 2 (12 marks each)

28. What is Mobile Ecosystem? Explain about the different era's of Mobile Ecosystem.
29. Elaborate on Market factors and factors that affect the demand and supply?
30. Explain about the Mobile marketing strategy in detail?
31. Elaborate on M-commerce Payment systems?

(12 x 2 = 24)