

B C A DEGREE END SEMESTER EXAMINATION - APRIL 2021
SEMESTER 6 : MOBILE APPLICATIONS AND CLOUD TECHNOLOGY
COURSE : 16U6CRBCA17 : MOBILE ECOSYSTEM AND BUSINESS MODELS
(For Regular - 2018 Admission & Supplementary 2016/2017 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All 10 (1 mark each)

1. What is general partnership?
2. Expand MVNO?
3. Who is called as Angel investors?
4. What do you mean by Total Available Market?
5. Mention the key factors that guide the operations of any market?
6. Define Web banner?
7. Define Quit rate?
8. What is an app store?
9. What are the different Ad platforms for Google?
10. Which was the first handheld electronic game?

(1 x 10 = 10)

PART B

Answer any 8 (2 marks each)

11. What are the different levels of a business model?
12. Differentiate between operational plan and marketing plan?
13. What is the need for value proposition?
14. What are the services provided by the mobile handset?
15. List some of the interesting mobile marketing statistics?
16. Explain CPI and CPA methods?
17. Write short note on business models?
18. Differentiate between interstitial and native mobile ad format?
19. List the four major M-commerce payment systems?
20. Explain about Mobile simulation games?

(2 x 8 = 16)

PART C

Answer any 5 (5 marks each)

21. Explain in detail about the different factors affecting a business value chain?
22. Point out the key aspects of a business that have legal ramifications?
23. Demonstrate a broad understanding of mobile network and mobile usage trends?
24. Describe about the process of testing and validating assumptions of market discovery and validation?
25. How to set Mobile marketing strategy?
26. What are the factors critical to making an app successful?
27. Compare E-commerce and M-commerce?

(5 x 5 = 25)

PART D

Answer any 2 (12 marks each)

28. How to use a business model canvas
29. Explain on SMS and MMS marketing in detail?
30. Elaborate on different types of mobile marketing strategies?
31. Explain about business games? What are the advantages and disadvantages of using business games?

(12 x 2 = 24)