

## MBA III Semester Supplementary Examinations May 2019

**MOBILE COMMERCE**

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

(Answer the following: (05 X 10 = 50 Marks))

- 1 Explain in detail about technology issues in mobile commerce.
- OR**
- 2 Write a short note on: (i) Smart phones. (ii) Laptops. (iii) PDAs. (iv) Tablets.
- 3 How to access the transactional database for M-commerce?
- OR**
- 4 Explain the techniques of information exchange in mobile commerce.
- 5 Write the interactions between handheld devices mobile applications and users.
- OR**
- 6 Discuss in detail about the purpose of handheld devices.
- 7 Write the following: (i) Mobile marketing. (ii) Mobile ticketing. (iii) Mobile payments.
- OR**
- 8 What are the wireless devices available for mobile commerce? Explain.
- 9 Explain the types of mobile commerce services.
- OR**
- 10 Describe the quality of perception in mobile commerce.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

**11 Case Study:**

Banks today are aware of both the threat and the opportunity that the Web represents. But even a detailed and thoughtful approach to the Web does not guarantee business success. The main purpose behind the launching of online banking services is to provide the customers with an alternative, more responsive and with less expensive options. With options just a click away, customers have more control than ever. They expect real-time answers and superior usability. They also want personal attention and highly customized products and services. The focus of e-business must always be on the customer.

XYZ Bank a strong financial brand with more than 200 million customers, 8 million online relationships and a global reach. It has been perceived, as the edge of innovative leveraging its global expertise, it introduce e-business solutions like: (i) 24 hour phone banking service. (ii) Automated teller machines. (iii) Internet shopping card.

**Questions:**

- (a) Explain the business model of XYZ Bank.
- (b) What are the objectives of launching XYZ Bank online?
- (c) What can you conclude from the case study?