

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BMCI (2014 & Onwards) (Sem.-4)

MOBILE COMMERCE

Subject Code : BMCI-402

M.Code : 72806

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A**1. Answer briefly :**

- a) Define mobile commerce. How is it different from e-commerce?
- b) Define B2B, B2C, C2C and P2P.
- c) What is EDIFACT?
- d) What are web based marketing strategies?
- e) What is targeted marketing?
- f) What is a Smart card? What are its features?
- g) What is the Wireless Application Protocol?
- h) What are the non-Internet applications in M-commerce?
- i) What is NTT Docomo's I-mode?
- j) What is a WPAN?

SECTION-B

2. What is E-commerce? What are the limitations of E-commerce?
3. Define EDI. What are the benefits of EDI?
4. Discuss the benefits and limitations of wireless business.
5. Write a note on the legal and ethical issues of E-commerce.
6. Discuss the role of mobile advertising in building a brand.

SECTION-C

7. What do you mean by electronic payment system? Discuss the types of electronic payment systems in detail.
8. Elaborate the technology framework for the study of mobile commerce.
9. Explain the applications of business to business mobile commerce in various fields.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.