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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****Paper ID : [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) Differentiate between M-commerce and E-commerce.
- b) What is the legal status of E-commerce transactions?
- c) What are the major benefits of EDI?
- d) What are Mobile Location Services? What are its types?
- e) What is the problem of trust in electronic payment systems?
- f) What is a WPAN? What are its characteristics?
- g) Compare wired and wireless commerce.
- h) What are the non-Internet applications in M-commerce?
- i) Briefly discuss the features of NTT Docomo's I-mode.
- j) What are the factors influencing the adoption of mobile gaming services?

SECTION-B

2. Briefly discuss the legal and ethical issues in E- Commerce.
3. What is EDI? What are the types of EDI?
4. Discuss the benefits and limitations of wireless business.
5. What is M-commerce? What are the types of M-commerce services?
6. Discuss the role of mobile advertising in building a brand.

SECTION-C

7. What is E-Commerce? How is E-Commerce different from traditional commerce? Discuss the E-Commerce applications in detail.
8. Elaborate on the types of electronic payment schemes.
9. Explain the applications and trends of E-commerce in the automobile industry.