

5350/1

FACULTY OF COMMERCE AND BUSINESS MANAGEMENT

B.B.A. (V Semester) Examination

MOBILE COMMERCE

(Generic Elective – I)

(New)

Time : 3 Hours]

[Max. Marks : 60

Section A – (Marks: 5 × 3 = 15)

1. Attempt any **five** questions in short-form:

- (a) What is E-Commerce?
- (b) What is M-Banking?
- (c) What do you mean by GPS and RFID?
- (d) What is page description language?
- (e) What is WPAN?
- (f) What is WWAN?
- (g) What is Mobile Advertising?
- (h) What is Mobile Entertainment?

Section B – (Marks: 5 × 9 = 45)

Answer all questions.

2. (a) Discuss the benefits and limitations of mobile commerce.

Or

(b) Explain M-Commerce business models.

3. (a) Describe various types of mobile clients.

Or

(b) Explain mobile device communication protocols.

4. (a) Explain various types of 3G wireless wide area network technologies.

Or

(b) Explain various wi-fi network technologies.

5. (a) Discuss Mobile Ticketing and Mobile product location and shopping.

Or

(b) Discuss Mobile Office and Mobile Distance Education.

6. (a) Explain various mobile device operating systems.

Or

(b) Discuss the differences between e-commerce and m-commerce.