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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. Compare and contrast traditional commerce, E-commerce and M-commerce.
- b. What are the various components of an E-commerce application?
- c. What are the benefits and limitations of E-commerce?
- d. List various benefits of EDI.
- e. What are the different types of electronic payment schemes?
- f. List various legal and ethical issues in e-commerce.
- g. What is wireless application protocol (WAP)?
- h. List the essential requirements for NTT Docomo's I-mode service.
- i. List various wireless devices that can be used for M-commerce.
- j. What do you mean by field force automation?

### **SECTION-B**

2. Differentiate between B2B, B2C, and C2C E-commerce models.
3. Describe in brief various techniques and strategies for social marketing and targeted marketing.
4. Describe in brief various issues involved in electronic payment systems.
5. Describe in brief various types of mobile commerce services.
6. Describe in brief the ecology of mobile commerce.

### **SECTION-C**

7. What is Wireless Application Protocol (WAP)? Describe it in brief. What role does this protocol play in mobile commerce ecology?
8. Describe in detail the impact of technological advances on strategy formulation in mobile communication networks.
9. What is web-based marketing? Describe in detail various web-based marketing techniques and strategies.

**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.**