

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

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.