

Faculty of Business Management
BBA III-Year, CBCS-V Semester Backlog Examinations –June, 2023
Generic Elective
PAPER: Mobile Commerce

Time: 3 Hours

Max Marks: 80

Section-A

I. Answer any *five* of the following questions (5x4=20 Marks)

1. M-commerce framework
2. M-commerce vs E-commerce
3. Mobile client software
4. Micro browsers
5. CDMA
6. GPRS
7. Mobile ticketing
8. Mobile auction

Section-B

II. Answer the following questions (5x12=60 Marks)

9. (a) Explain the scope and importance of mobile commerce.

(OR)

- (b) Explain the various M -commerce business models.

10. (a) What is GPS and how does it works.

(OR)

- (b) Discuss about Mobile device communication protocols

11. (a) Explain the features and benefits of 4G.

(OR)

- (b) Discuss in detail about the WPAN technology

12. (a) Explain the different types of Mobile advertising

(OR)

- (b) What is the importance of mobile technology for distance learning?
