

TELANGANA UNIVERSITY
S.S.R. DEGREE COLLEGE, NIZAMABAD (C.C:5029)
BBA V-SEMESTER INTERNAL ASSESSMENT-I EXAMINATIONS
MOBILE COMMERCE QUESTION BANK

1. In M-Commerce, data is available at _____ [b]
a) When required b) Anytime and anywhere c) Time based d) Location based
2. Mobile commerce generates coupling between mobile users to increase the _____ [a]
a) Scope b) Applications c) Mobile users d) Benefits
3. Which of the following are major benefits of M-commerce? [d]
a) Quick connectivity b) Personalized service c) Cost-effective d) All the above
4. M-Commerce can transmit data upto _____ [b]
a) 1000 Mbps b) 100 Mbps c) 500 Mbps d) 450 Mbps
5. The principle behind the mobile device is _____ [b]
a) Wired communication system b) Wireless communication c) both a & b d) None of the above
6. TDMA stands for _____ [c]
a) Total division Multiple Access b) Total Division Multiplex Access
c) Time Division Multiple Access d) None of the above
7. Mobile devices contain batteries whose power remains for _____ days [a]
a) 2 - 3 b) 4 - 5 c) 6 - 7 d) 8 - 9
8. Which of the following are the essential blocks of M-Commerce framework [d]
a) Content management b) Technology infrastructure
c) Application development d) All of the above
9. Advertiser model is an enhanced version of conventional _____ [a]
a) e-commerce advertiser model b) m-commerce advertiser model
c) e-commerce business model d) e-commerce shopping model
10. Which of the following are wireless networks? [d]
a) GSM b) CDMA c) GPRS d) All the above
11. Which of the following are the layers included in WAP architecture? [d]
a) Application layer b) Transaction layer c) Session layer d) All the above
12. _____ is an information distribution protocol [a]
a) i-mode b) i-phone c) i-pad d) None of the above
13. Which of the following are the example of message services? [c]
a) SMS b) GPRS c) Both a & b d) None of the above
14. _____ can process both continuous and discrete type of data [b]
a) Digital devices b) Hybrid devices c) Analog devices d) All the above

15. _____ is a famous web browser used by iPhone [a]
 a)Safari b)Chrome c)Opera d)Internet explorer
16. Google chrome ws developed by google in _____ [b]
 a)2006 b)2008 c)2007 d)2007
17. _____ can be viewed as interactive programs [c]
 a)Web browsers b)Microbrowsers c)Mobile device applications d)Safari
18. Which of the following are the types of mobile device applications [d]
 a) Native applications b) Web applications c) Hybrid applications d) All the above
19. AOA stands for _____ [a]
 a) Angle of Arrival b) Angle of Arrange c) Angle of anklet d) None of the above
20. Which of the following are the major considerations while designing the user interface of a mobile? [d]
 a)Input b)Output c)Display size d)All the above
21. **M-Commerce** refers to any business activity or transaction that is done through mobile devices connected to wireless network
22. PDA stands for **Personal Digital Assistant**
23. **Payment model** is a mechanism that provides an online financial exchange facility between tow parties
24. **Business models** are useful in a business organisation to get profits
25. **Shopping** model is an extension of the merchant model in E-Commerce
26. **Personalization** refers to delivering information and providing services
27. **Application development** block is concerned with various mobile commerce applications
28. M-commerce is mainly used in **micro payment** field
29. CDMA stands for **Code Division Multiple Access**
30. **Technology infrastructure** performs distribution and transfer of data over network infrastructure layer
31. PDA stands for **Personal digital assistant**
32. **Vehicle mounted devices** are the electronic devices that are connected to a vehicle
33. **Hybrid devices** are developed by integrating the features of both the analog nad digital devices
34. A **Mobile user interface** is a software of amobile device that can be felt and visualized by users
35. A **Microbrowser** is a mobile browser that is used to access the web pages on the internet by using a mobile
36. **Triangulation** is a mobile device location technology

37. The hybrid applications are developed by using stack technology

38. GPS stands for Global positioning system

39. Mobile device communication protocol refers to a set of communication rules using which the data can be efficiently exchange among various devices

40. WAP stands for Wireless Application Protocol

41. What is personalization?

Ans: Personalization refers to delivering information and providing services to users based on their personal choice, preference or context.

42. What is the use of content management?

Ans: Content management is used for creating and managing digital content of webpages which can be read on screens of mobile devices.

43. What is the use of M-commerce framework?

Ans: The framework of M-commerce enables the developers and providers to efficiently design and implement M-commerce applications.

44. Define advertiser model?

Ans: A advertiser model is an enhanced version of conventional e-commerce advertiser model. It includes various sites which can be seen in users mobile device.

45. Define payment model?

Ans: A payment model is a mechanism that provides an online financial exchange facility between two parties.

46. What is mobile user interface?

Ans: The mobile user interface is a components or software of a mobile device that can be touched, felt heard visualized and communicated by the users.

47. What is the use of GPS?

Ans: GPS is used to track the location of devices, cars, ships etc. It provides the exact geographical location and time information of users or other objects on the earth which are equipped with a GPS receiver.

48. Define Triangulation?

Ans: Triangulation is mobile device location technology. It makes use of many towers to calculate the time delays that a signal takes to travel from the mobile device to tower.

49. Define Mobile operating system?

Ans: An operating system which is specially designed to run on mobile devices is called mobile operating system or mobile OS.

50. What is Microbrowser?

Ans: A Microbrowser is a mobile browser software that is used to access the web pages on the internet by using a mobile.