

Code: 21E00303d

MBA III Semester Supplementary Examinations May 2024

MOBILE COMMERCE

(Master of Business Administration)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 (a) What are the technology issues in Mobile Commerce? How is digital technology influence M-commerce industry? 6M
(b) Identify mobile commerce systems used in India. Write an overview of Personal Digital Assistant (PDA). 4M
- OR**
- 2 (a) Describe the current status of M-Commerce in global and India. 5M
(b) Discuss emerging trends in Mobile Commerce. 5M
- 3 (a) Explain the techniques to facilitate information exchange in Mobile Commerce. 5M
(b) What are mobile based approaches? Describe mobile app development process. 5M
- OR**
- 4 (a) What are the key issues with M-Commerce Applications? How to address fraud risks and security concerns? 5M
(b) Write about location based Mobile Commerce Services. 5M
- 5 (a) How do users interact mobile devices in M-Commerce? 5M
(b) What are usability issues in M-Commerce? Suggest guidelines to be followed to reap the benefits of Mobile Commerce usability. 5M
- OR**
- 6 (a) Identify the fundamental aspects of M-Commerce usability. 5M
(b) Discuss M-Commerce adoption from usability perspective. 5M
- 7 (a) Write about the evolution of mobile communications, especially focusing on 4G and 5G. 5M
(b) What is Mobile Marketing? What are the common problems that mobile marketing can solve? 5M
- OR**
- 8 (a) Define Digital Cellular Technology. What are the three major challenges when selling on the phone? 5M
(b) How do Mobile Payment systems work? Explain with a neat diagram. 5M
- 9 (a) Explain Consumer Behaviour when shopping through mobile phone. 5M
(b) What is Knowledge Management? Discuss knowledge management in a mobile computing context. 5M
- OR**
- 10 (a) Analyse the consumer perception of M-Commerce adoption. 5M
(b) How to configure mobile commerce portals for Business success? 5M

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SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11

Case Study/Problem:

10M

Tommy Hilfiger B.V., formerly known as Tommy Hilfiger Corporation and Tommy Hilfiger Inc., is an American clothing brand, manufacturing apparel, footwear, accessories, fragrances and home furnishings. The company was founded in 1985, and the brand's merchandise is sold in department stores and over 2000 free-standing retail stores in 100 countries. In 2014 Tommyland mobile app created especially for the fashion show of Tommy Hilfiger, the American fashion designer, to increase customer engagement with the brand and its products. Using cameras of their devices, customers could take photos of objects, such as clothes on the fashion models who participated in the show, images on billboards, pop-ups, and the like, literally "on the go". Then, they could find items similar to those on the snaps in the Tommy Hilfiger's web store catalog. As for the results, 93% accuracy on results for 3D, 100% accuracy for 2D and Vide.

The Tommy Hilfiger brand has always focused on innovation and offering its consumers the latest in fashion, whether it be trends or technology, said Kate Terry, executive vice president of global e-commerce at the Tommy Hilfiger Group, New York. "As consumers increasingly turn to online mediums to connect them to the world, we want to make shopping online as convenient an experience as possible. "As such, we are launching the Tommy Hilfiger for iPhone application to make the connection and accessibility to our brand even easier," she said. "The aim is to reach both loyal and new Tommy Hilfiger customers and give them the opportunity to interact with the brand in an easier and faster way than ever before. "Going mobile is easy to use and provides shoppers with a cool new way to connect with each other and to make a purchase". After downloading the free application for Apple's iPhone and iPod touch, shoppers can browse the complete Tommy Hilfiger collection and use search and filters to easily find the latest styles in their favorite category or appropriate size. Consumers can also touch, pan and zoom images to view intricate product and outfit details.

Questions:

- (i) What are the mobile application of Tommy Hilfiger?
(ii) What is marketing strategy of Tommy Hilfiger? How did Tommy Hilfiger get so popular?
(iii) Can Tommy Hilfiger's mobile storefront increase cross-channel presence? Justify your answer.

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MBA III Semester Regular & Supplementary Examinations November/December 2024

MOBILE COMMERCE

(Master of Business Administration)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 (a) Develop a use case for a mobile commerce application on a PDA that caters to field sales representatives. 5M
(b) Analyze the impact of advancements in smart phone technology on mobile commerce trends and user behaviour. 5M
- OR**
- 2 (a) Create a plan for integrating mobile payment solutions into a m-commerce system used on laptops. 5M
(b) Evaluate the technological challenges faced by mobile commerce systems when integrating with various handheld devices. 5M
- 3 (a) Design a transactional database schema for a mobile commerce application that handles multiple types of transactions. 5M
(b) Assess the benefits and limitations of location-based mobile commerce compared to traditional mobile commerce models. 5M
- OR**
- 4 (a) Develop an algorithm for a location-based mobile commerce application that provides personalized offers based on user location. 5M
(b) Investigate the need for mobile-based approaches in enhancing the functionality and user experience of mobile commerce systems. 5M
- 5 (a) Develop a user interaction model for a mobile commerce app that ensures seamless integration across different devices. 5M
(b) Analyze the impact of different device types on user interaction patterns in mobile commerce applications. 5M
- OR**
- 6 (a) Create a user feedback system for a mobile commerce app that collects and analyses user interactions for continuous improvement. 5M
(b) Evaluate the effectiveness of various usability testing methods for mobile commerce apps. 5M
- 7 (a) Design a mobile marketing campaign that utilizes the latest wireless and mobile communication technologies to reach target audiences effectively. 5M
(b) Assess the benefits and challenges of integrating mobile ticketing with mobile payment systems. 5M

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- 8 (a) Create a mobile banking application that leverages 4G/5G systems to enhance transaction speed and security. 5M
(b) Investigate how advancements in digital cellular technology are shaping the future of mobile banking services. 5M
- 9 (a) Design an m-commerce portal that incorporates advanced features for business success, including user-friendly navigation and secure transactions. 5M
(b) Analyze the strategic importance of mobile banking in the context of modern financial services. 5M
- OR**
- 10 (a) Implement a peer-to-peer mobile financial service that enables users to transfer funds securely and efficiently. 5M
(b) Evaluate the effectiveness of different mobile commerce portal configurations in meeting business goals. 5M

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study/Problem:** 10M
Mobile Mart Inc. aims to enhance its position in the mobile commerce sector by improving its m-commerce portal, implementing a knowledge management system, integrating multimedia messaging, and refining its mobile financial services and banking offerings. The company seeks to optimize user experience, increase engagement, and drive overall business growth. Mobile Mart Inc. intends to integrate several key components to improve its mobile commerce offerings, including portal configuration, knowledge management, multimedia messaging, peer-to-peer financial services, and mobile banking.

Questions and Answers

- (i) What were the primary challenges faced by Mobile Mart Inc. in configuring their m-commerce portal?
(ii) What were the key components of the quality improvement plan implemented for Mobile Mart Inc.'s mobile commerce applications?
