

Code: 17E00307

MBA III Semester Regular Examinations November/December 2018

MOBILE COMMERCE

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 What are the present trends in m-commerce? Explain with an example.
OR
- 2 What is mobile commerce system in e-commerce?
- 3 What are the challenges of information system and applications in mobile commerce?
OR
- 4 Explain the emergence of location based mobile commerce.
- 5 Explain mobile commerce and usability.
OR
- 6 Explain landscape analysis in detail.
- 7 Explain mobile access technology in detail.
OR
- 8 Explain about: (i) Mobile banking. (ii) Mobile computing. (iii) Digital cellular technology.
- 9 Explain the portals for business success in M-commerce.
OR
- 10 Explain about: (i) Mobile computing context. (ii) Multimedia messaging peer mobile financial services.

PART – B

(Compulsory question, 01 X 10 = 10 Marks)

11 Case study:

XYZ's is known for its underwear clothing, but it also sells T-shirts, Sweat Shirts and Boxers. Unlike the underwear business in which the company sells product directly to large retailers such as wall-mart, the active wear division, which manufactures blank T-shirts, uses several dozen distributors. These sells their shirts to about 30,000 screen printers embroiders who decorate the shirts and sells them to public and for retailers who then market them to customers.

The market is very competitive and complex. The distributors sell other product as well and also T-shirts made by XYZ's competitors. Therefore the relationship between active wear and its distributors are critical. To boost these relationships. XYZ decided to develop and maintain an individual web customer site for each of their 40 key distributors on an extranet. Each site includes colour electronic catalogue, inventory level information, buyers credit a availability and ordering from both the shirts printers and retailers enter the distributors site to facilitated their own back office operation of inventory and billing. The distributors are allowed to advertise and sell other vendor product on the website. These ways XYZ commits itself to a supporting system that benefits all the channel members in a link that start with its own sites.

XYZ hopes to gain favour with distributors, many of whom do not have time or money to built there website. The system also includes models that automatically that suggest XYZ's substitute product for products not in stock. Even though building and maintenance 40 sites incur a cost, XYZ believes that the investment pays for itself XYZ's uses its experience to generate profit by setting up website for other companies.

Questions:

- (a) State the significance of this case study.
- (b) Is the E-commerce system bringing XYZ closer to its customer? Why and why not?
