



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: School of Engineering

Program: BCA (MACT)

Course: Mobile Ecosystem, Business
Analysis & Models

Course Code: CSC302

Semester: V

Max Marks: 30

Duration (mins) : 60 Min

- Note- 1. Figures to the right indicates full marks
2. Attempt any three questions.

- Q1) a) What is a business/company? (2)
b) List and explain the activities of a business. (8)
- Q2) a) Define location-based marketing. (3)
b) Describe the three phases in which market sizing can be viewed. Also draw the required diagram. (7)
- Q3) a) What is Cost per Click? Explain with an appropriate example. (2)
b) Describe any four mobile marketing strategies. (8)
- Q4) a) What are freemium and paid app models? (5)
b) Describe the strategies of App store optimization. (5)
- Q5) a) List & explain the four major models in m-commerce payment systems. (4)
b) Explain the steps to be followed to make successful paid game business. (6)

*****ALL THE BEST*****