



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: School of Engineering

Program: BTECH (MACT)

Course: Mobile Business Platform

Course Code: CSC402

Semester: VII

Max Marks: 30

Duration (mins) : 60 Min

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

- Q1) a) Define business model canvas. (2)
b) Describe any 4 ways in which business model can be used. (8)
- Q2) a) What is location- based marketing? Explain with an elaborated example. (4)
b) List & explain the types of location- based marketing. (4)
c) What are the components of location-based marketing? (2)
- Q3) a) Explain Web Search ads and QR codes as mobile marketing strategies. (6)
b) Explain four best practices in mobile marketing. (4)
- Q4) a) Describe Free Apps with Advertising. Write their advantages & disadvantages. (4)
b) Consider a game is launched in the app store. Users are downloading the app and the game requires you to pay for newer levels. What type of mobile business model does this fall under? Explain this business model of app store with the advantage & disadvantage. (6)
- Q5) a) Explain NFC and Direct Mobile Billing in M-Commerce payment systems. (6)
b) Differentiate between Free Game Business & Paid Game Business. (4)

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