



# AJEENKYA

## D Y PATIL UNIVERSITY

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### End Term Examinations (December 2018)

**School: School of Information Technology    Program: BCA MACT**

**Course: Mobile Ecosystem, Business Analysis and Models Course Code: CSC302**

**Semester: V**

**Max Marks: 30**

**Duration (mins): 60**

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Note- 1. Figures to the right indicates full marks.

2. Attempt any three questions.

Q1)

- a) Explain e-mail marketing with example. (5)
- b) List and explain all business models. (5)

Q2)

- a) Define Value chain with diagram. (2)
- b) Explain mobile marketing and its future in detail? (8)

Q3)

- a) List advantages of the M-Commerce. (2)
- b) Define market player and list types of it. (2)
- c) Explain mobile banking in detail with example. (6)

Q4)

- c) Explain concept of advertising with types and strategies. (5)
- d) Explain mobile application monetization. (5)

Q5)

- c) Define mobile ads. (2)
- d) Explain the concept of M-Commerce with challenges and benefits. (8)