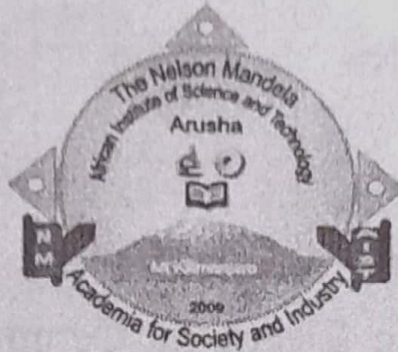


THE NELSON MANDELA AFRICAN INSTITUTION OF SCIENCE AND TECHNOLOGY

SEMESTER EXAMINATIONS



SEMESTER II

SCHOOL OF COMPUTATIONAL AND COMMUNICATION SCIENCE AND ENGINEERING

EMoS 6223: Mobile Commerce

Date: 13th October 2021;

1. Maximum allowed time is **3** hours
2. Mobile phones and any data storage devices are not allowed into the examination room
3. Observe all examination regulations
4. Answer any 5 questions out of 7 questions
5. All answers are to be written in answer book provided

Time: 09:00-12:00

Question One (20 marks)

Write short notes supported by examples that better explain the following terms:

- (a) Electronic Commerce [5 marks]
- (b) Business Model [5 marks]
- (c) Pitch for a business idea [5 marks]
- (d) Mobile Business [5 marks]

Question Two (20 marks)

- (a) Differentiate between Electronic Commerce and Mobile Commerce [6 marks]
- (b) Demonstrate special characteristics of Mobile Commerce [4 marks]
- (c) Assess factors which could encourage user on using M-Commerce [10 marks]

Question Three (20 marks)

- (a) Examine three main questions to be answered when you present your business idea [6 marks]
- (b) What makes up the differences between direct revenues and indirect revenues [8 marks]
- (c) Discuss three general concept of added values [6 marks]

IAV

EAV

MAV

+ Question Four (20 marks)

Business relationships can be established between *principal kinds* of service providers and service customers (*Matrix of Business Relationships*)

- (a) Assess *principal kinds* of service providers respective service customers [6 marks]
- (b) Demonstrate with one concrete example for each of the possible business relationship combinations between *providers* and *customers* [9 marks]
- (c) Which one do you think is the most common business relationship and why? [5 marks]

+ Question Five (20 marks)

- (a) Propose six set of interfaces provided by mobile devices [6 marks]
- (b) Discuss the pros and cons for *Web Apps* compared to *Native App*? [8 marks]
- (c) Examine basic properties of mobile devices/smartphones [6 marks]

	C	B	A
C			
B			
A			

Question Six (20 marks)

- (a) Is *Hybrid App* similar to *Native App*? Discuss [5 marks]
- (b) Demonstrate the components of android operating system and their purpose [10 marks]
- (c) Laptop-pc is not a mobile device, Argue [5 marks]

Question Seven (20 marks)

- (a) Summarize key main sections to be included when pitching business idea in front of serious investors [6 marks]
- (b) Discuss general tips to consider when pitching your business idea [6 marks]
- (c) Demonstrate four parts of Android Studio which work together almost perfectly [8 marks]