Total No. of Questions—4] [Total No. of Printed Pages—2

Seat
No.

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M.C.A. (Commerce Faculty) (Third Semester) EXAMINATION, 2016

307 : M-COMMERCE

(Credit System)

(2013 PATTERN)

Time : Three Hours Maximum Marks : 50

N.B. :— (*i*) *All* questions are compulsory.

(*ii*) Neat diagram must be drawn wherever necessary.

1. Answer the following (any *two*) : [14]

   (*a*) Explain role of the Emerging wireless LAN's and 3G/4G wireless Network in mobile commerce services.

   (*b*) Explain system architecture of transaction database access for M-commerce client.

   (*c*) Define M-Commerce. Explain any *four* Emerging Application in M-Commerce.

2. Answer the following (any *three*) : [12]

   (*a*) Explain regional server concept in mobile environment.

   (*b*) Explain content catching in mobile commerce services.

   (*c*) Explain mobile financial services with example.

   (*d*) Explain HTML and XML information exchange technology.

3. Answer the following (any *three*) : [12]

(*a*) Explain difference between M-Commerce and E-commerce.

(*b*) Explain database access in mobile environment.

(*c*) Explain content development in mobile commerce services.

(*d*) Explain WAP communication technology in mobile commerce.

4. Write short note on (any *three*) : [12]

(*a*) Utilizing the consistent data broadcast in global transaction.

(*b*) Distribution to handheld services in mobile commerce services.

(*c*) Proactive service managememt with example.

(*d*) Mobile marketing and Advertising application with example.