

**Practical Exercises for
Mobile Business I
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Work sheet 2

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Exercise 1 (Mobile Economy)

- a) Explain the phenomena of Mobility.
- b) Name the characteristics of Mobile Economy and explain them.

Exercise 2 (M-Commerce Market)

- a) Name the different players of M-Commerce markets.
- b) Describe the functions of these players.

Exercise 3 (Value Creation)

- a) Explain the classic Value chain by Porter.
- b) Make a draft of the modified Value chain for mobile Intermediary Service Production..
What does this value chain illustrate? For what purpose isn't it usable?
- c) What are the characteristics of a distributed value creation?

Exercise 4 (Business Models)

- a) Define the term Business model.
- b) Outline a classic business model for a mobile service (stakeholders, money and service flows).
- c) Name a new business model for a mobile service and describe why it is capable of competing.

Exercise 5 (Pricing Models)

- a) Put the terms business model, revenue model and price model in context of each other.
- b) Name the similarities and differences between a price model in M-Commerce and E-Commerce.
- c) Explain the difference between product and price differentiation. Give one example for each, in the context of M-Commerce.
- d) Name at least two requirements for price differentiation.
- e) What chances result of price differentiation especially for M-Commerce?

Processed Lectures:

- **Lecture 5:** E-Commerce vs. M-Commerce
- **Lecture 6:** Market Structure and Value Creation
- **Lecture 7:** Business Models