

Practical Exercises for Mobile Business I WS 2011/2012

Work Sheet 2 – Economic Basics

Exercise 1 (Mobile Economy)

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

Exercise 2 (Mobile Business Market)

- a) Name the different players in Mobile Business 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 is it not 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 (while paying special attention to 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 to each other.
- b) Name the similarities and differences between a price model in Mobile Business and Electronic Business.
- c) Explain the difference between product and price differentiation. Give one example for each in the context of Mobile Business.
- d) Name at least two requirements for price differentiation.
- e) What chances result from price differentiation especially for Mobile Business?

Processed Lectures:

- **Lecture 5:** Electronic Business vs. Mobile Business
- **Lecture 6:** Market Structure and Value Creation
- **Lecture 7:** Business Models