

**Practical Exercises for
Mobile Business I
WS 2010/2011**

**Work sheet 4 – Economic
Basics II**

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Exercise 1 (Consumer Acceptance)

- Explain six issues which influence the consumer acceptance for mobile services.
- Identify at least one example for each.

Exercise 2 (Customer Trust in Mobile Commerce)

- Name the two components which influence customer Trust in Mobile Commerce.
- Identify one Best Practice for each attribute of the lectures' Framework for building trust in M-Commerce.

Exercise 3 (General Model of Technology Acceptance)

- Make a draft of the General Model of Technology Acceptance introduced in the lecture and describe the interrelation of the single components.
- Apply the General Model of Technology Acceptance to the current Innovation process for Smartphone's and describe the key innovation characteristics.
- What might be normative beliefs about using smartphones? Name two positive and two negative examples.

Processed Lectures:

- **Lecture 13:** Acceptance and Success Factors