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CSE 516

Third Semester M.Sc. Degree Examination, December 2018/January 2019
COMPUTER SCIENCE
Mobile E – Commerce (Open Elective)

Time : 3 Hours

Max. Marks : 70

Note : Answer **any five** questions. **Each** question carries **equal** marks.

1. a) Explain Web Client/Server Architecture. 7
b) With an example, explain the internet utility programs with an example for each. 7
 2. a) Explain Mobile Marketing and Advertisement. 7
b) Write a note on Intranet and Extranet. 7
 3. a) Write a short note on NTT DOCOMO's i-mode. 7
b) Discuss the basic categories of the location technologies. 7
 4. a) Discuss various organizations involved in WPAN and WLAN specifications and standards. 7
b) Explain how usability affects the success of m-commerce application. 7
 5. a) Explain examples of Application Areas in Mobile Operations. 7
b) Explain Mobile Business Services value chain model and also draw a diagram for mobile business services value net. 7
 6. a) Explain Strategic Framework for WAP Service Provision. 7
b) Explain partnership best practices and discuss its advantages. 7
 7. a) Write a note on warehouse automation. 7
b) Briefly explain asset tracking. 7
 8. a) Write a note on field force automation. 7
b) Explains the ways to achieve security in mobile e commerce. 7
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