

Chair of Mobile Business & Multilateral Security, RuW Building, POB 66 Theodor-W.-Adorno-Platz 4, 60323 Frankfurt

Exercise
Mobile Business I
WS 2020/2021
Work Sheet 2 —
Economic Basics I

Chair of Mobile Business & Multilateral Security

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Exercise 1 (L05 – E-Business vs. M-Business)

- a) Explain E-Business and M-Business.
- b) Please name and describe the specific characteristics of the mobile economy compared to the electronic economic.

Exercise 2 (L06 – Market Structure and Value Creation)

a) Explain heterogeneous oligopoly as a market structure.

Exercise 3 (L07 – Business Models)

- a) What is a business model?
- b) Name and describe the elements of a business model.
- c) Outline a classic business model for a mobile service (while paying special attention to stakeholders, money and service flows).

