

**Practical Exercises for  
Mobile Business I  
WS 2015/2016**

Work Sheet 2 –  
Economic Basics

Chair of Mobile Business  
& Multilateral Security

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**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) 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?



### Story example: The case of Airbnb

For the following exercises, try to answer the questions as good as you can by remembering the definitions and explanations from the lectures. As a practical point, describe in your own words the relation to the case of Airbnb. If you don't know Airbnb, you can read about it on the Internet.

- a) Describe the stakeholders/entities in the business model architecture
- b) What is the value that is being provided to the customers?
- c) What are the interactions between the entities?
- d) Electronic vs. mobile business(?)
- e) Revenue model
- f) Pricing model/method

### **Processed Lectures:**

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