

Exercise Mobile Business I WS 2016/2017

Work Sheet 3 – Economic Basics

06. December 2016

Exercise 1 (Mobile Economy)

- a) Name all parts of the classic “Mobile” value chain.
- b) Web search & Discussion: In the “Mobile” value chain, are the equipment manufacturers or the “telecoms” the dominant players in terms of market share and revenues? Has the ratio remained constant or shifted over the recent years?
- c) Which parts of the value chain of the “IT World” can be found in the classic “Mobile” value chain and where are they reflected there?
- d) Explain the meaning behind the statement “The traditional value chain of mobile service delivery splits”.
- e) Discussion: Keeping the aforementioned changes of the value chain in mind, what are the opportunities and inherent risks for mobile network operators (MNOs)?

Exercise 2 (Mobile Economy)

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

Exercise 3 (Mobile Business Market)

- a) Name the different players in Mobile Business markets.
- b) Describe the functions of these players.

Exercise 4 (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 5 (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 6 (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) How does the Airbnb case relate to mobility and mobile economy?

- b) What are the key players in the architecture of Airbnb's business model? What are their functions?
- c) What is the core value of Airbnb's business?
- d) Which value creation model, according to Porter, does Airbnb have? Explain.
- e) What is the revenue model of Airbnb? What about pricing model?

Processed Lectures:

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