

**FACULTY OF MANAGEMENT**  
**BBA (CBCS) V - Semester Examination, November 2024**  
**Subject: Mobile Commerce (General Electives)**  
**Paper: GE: 501**

**Time: 3 Hours**

**Max. Marks: 80**

**PART - A**

**Note: Answer any five questions.**

**(5 x 4 = 20 Marks)**

1. Define Mobile Commerce & Scope of Mobile Commerce
2. Impact of M-Commerce
3. Device location technology: GPS
4. Mobile device application software.
5. Write a note on WI-FI
6. Bluetooth
7. Write a note on Mobile advertising
8. Explain the importance of trust, security, and payment in M-commerce.

**PART - B**

**Note: Answer all the questions.**

**(5 x 12 = 60 Marks)**

9. (a) Explain the Dimensions of e-commerce.  
(OR)  
(b) Explore M-commerce business models. Can you provide examples of businesses that successfully implement these models?
10. (a) Enumerate the different types of mobile clients in the context of M-commerce.  
(OR)  
(b) Describe the various considerations and technologies for developing applications for M-commerce.
11. (a) Explain the fundamentals of wireless local area network (WLAN) technology (Wi-Fi), and its applications in M-commerce.  
(OR)  
(b) Discuss wireless personal area network (WPAN) technology (Bluetooth) and its role in facilitating mobile commerce applications.
12. (a) Outline various M-commerce applications such as mobile financial services, mobile advertising, and mobile inventory management. How do these applications benefit both businesses and consumers?  
(OR)  
(b) Explain the significance of location-based applications in M-commerce and provide examples.
13. (a) Differentiate between client-side and server-side aspects of wireless applications. How do they function in M-commerce?  
(OR)  
(b) Explain the importance of trust, security, and payment in M-commerce. What are the key considerations for ensuring secure mobile transactions?

**FACULTY OF MANAGEMENT**  
**BBA (CBCS) (Business Analytics) V - Semester Examination, November 2024**  
**Subject: Entrepreneurship Development**  
**Paper: GE**

**Time: 3 Hours**

**Max. Marks: 80**

**PART – A**  
**(Short Answer Type)**

**Note: Answer any five questions.**

**(5 x 4 = 20 Marks)**

1. What are the characteristics of a successful entrepreneur?
2. What are the different types of entrepreneurs?
3. Briefly explain the role of EDP's in the grooming of an entrepreneur?
4. How does MSME help in entrepreneurship development?
5. Write about IFCI.
6. Briefly explain various sources of finance for an entrepreneur.
7. What are the general challenges faced by an entrepreneur while starting business?
8. Briefly explain about EXIM Bank.

**PART – B**  
**(Essay Answer Type)**

**Note: Answer all the questions.**

**(5 x 12 = 60 Marks)**

9. (a) Explain the Role of Entrepreneurship in Economic development in India.  
(OR)  
(b) Explain the importance and challenges of Rural Entrepreneurship in India with suitable Examples.
10. (a) Explain various factors affecting entrepreneurial growth.  
(OR)  
(b) Discuss various motivational factors of an entrepreneur with examples.
11. (a) Define Small Industry and explain its Characteristics, Objectives and scope in the present India.  
(OR)  
(b) Explain the challenges and opportunities for entrepreneurial growth in MSMEs.
12. (a) Describe the role of Commercial Banks in India towards Building Entrepreneurship.  
(OR)  
(b) Explain how IDBI and SIDBI are supporting entrepreneurship in India.
13. (a) Discuss the Concept of Venture Capital Financing along with its Features, Need and Relevance.  
(OR)  
(b) Explain about the Growth of Venture Capital in India with examples.

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