

Practical Exercises for Mobile Business I WS 2017/2018

Work Sheet 4 – Economic Basics II

Exercise 1 (Revenue Models)

- a) Show the revenue of the mobile network operator and the service provider under the following assumptions:
- Customer pays 10€ for 30 MB of data transferred (T-Mobile Data 30).
 - 10% of one million (= 100,000) customers of the operator use extra services and spend about 20€ per month.
 - For these services, 30 MB of data transfer is necessary per customer and month.
 - Service-Provider pays 10% of his receipts as “Service Fee” to the operator.
- b) Now, assume the service provider pays the cost of data transfer for the users of the service. Show the new revenues under the new assumptions:
- Service provider pays (for the customer) 10€ for 30 MB of data transfer.
 - 18% of 1m customers of the operator use services and spend 20€ per month.
 - For these services, 30 MB of data transfer is necessary per customer and month.

Exercise 2 (Mobile Trusted Devices)

- a) What is a TPM?
- b) Recall from the lecture the main players (parties) in a mobile market and their interests.
- c) Imagine a scenario where content providers would decide to enforce their own interests in the market. What would the impact for the other parties be and how do you foresee the other market players would react?
- d) How can a TPM be used to implement digital rights management?

Exercise 3 (Technology Acceptance)

- c) Distinguish between the terms “innovation”, “adoption”, and “acceptance”.
- d) Explain the fundamentals of the Technology Acceptance Model.

Exercise 4 (Customer Trust in Mobile Business)

- a) Define the term “trust”. Discuss the main characteristics and parties in a trust relationship.
- b) What is the general assumption about the risk and time in a trust relationship?
- c) Explain the concept of trust development life cycle.

Processed Lectures:

- ***Lecture 7: Business Models***
- ***Lecture 12: Trusted Devices***
- ***Lecture 13: Acceptance and Success Factors in Mobile Business***