

Exercise
Mobile Business I
WS 2019/2020
Work Sheet 2 –
Economic Basics I

17. December 2019

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

- a) Name different degrees of mobility.
- b) Explain E-Business and M-Business.

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).