

Chair of Mobile Business  
& Multilateral Security

Institute of Business Informatics

Majid Hatamian, M.Sc.

**mob1@m-chair.de**

**Exercise**  
**Mobile Business I**  
**WS 2019/2020**  
Work Sheet 4 –  
Economics Basics II

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**Exercise 1 (L11 – Market Overview of Mobile OSs and Security Aspects)**

- a) What are the advantages and disadvantages of mobile OSs unavailable to other device manufacturers?
- b) What are the potential threats for users when it comes to using mobile apps?

**Exercise 2 (L12 – Mobile Trusted Devices)**

- a) What is the Trusted Platform Module (TPM)?
- b) How mobile device misuse can be prevented?

**Exercise 3 (L13 – Acceptance and Success Factors in Mobile Business)**

- a) Which factors are important for acceptance and success in M-Business? Why is it important to understand these factors?
- b) Define the term 'trust'. Discuss the main characteristics and parties in a trust relationship.
- c) Distinguish the terms 'diffusion' and 'adoption'.
- d) Name the five categories of adopters.
- e) Describe the five stage model for the diffusion of innovation.