

## **Practical Exercises for Mobile Business I WS 2018/2019**

### **Work Sheet 4 – Economic Basics II**

#### **Exercise 1 (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 2 (Technology Acceptance)**

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

#### **Exercise 3 (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 12:** *Trusted Devices*
- **Lecture 13:** *Acceptance and Success Factors in Mobile Business*