

**Exercise
Mobile Business I
WS 2022/2023
Work Sheet 2 –
Economic Basics I**

Chair of Mobile Business
& Multilateral Security

Institute of Business Informatics

Frédéric Tronnier

mob1@m-chair.de

October 2024

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

- a) Name different degrees of mobility.
- b) Explain E-Business and M-Business.
- c) Explain the working mechanism of small unmanned aerial vehicle (sUAV), or small drones, currently used in warfare and relate them to mobile business. How they do communicate and how can communication be jammed?

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).
- d) How could the business model of telcos be affected by the continuous digitalization and new trends, such as Generative AI? Use the terms outlined in question b).