

Exercise 2

Economic Basics I

Mobile Business I (WS 2025/26)

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- Exercise 1: L05 – E-Business vs. M-Business
- Exercise 2: L06 – Market Structure and Value Creation
- Exercise 3: L07 – Business Models

a) Name different degrees of mobility.

b) Explain E-Business and M-Business.

- Exercise 1: L05 – E-Business vs. M-Business
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- Exercise 3: L07 – Business Models

- a) Explain heterogeneous oligopoly as a market structure.

- Exercise 1: L05 – E-Business vs. M-Business
- Exercise 2: L06 – Market Structure and Value Creation
- 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).

- Classical business model I:
 - Two parties: Customer, mobile network operator

- Classical business model II:
 - Three parties: Customer, mobile network operator, content provider.

- This set of slides is based upon the following Economic Basics lectures:
 - ***Lecture 5:*** E-Business vs. M-Business
 - ***Lecture 6:*** Market Structure and Value Creation
 - ***Lecture 7:*** Business Models

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