

**Exercise**  
**Mobile Business I**  
**WS 2020/2021**  
Work Sheet 2 –  
Economic Basics I

08. December 2020

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

- a) Explain E-Business and M-Business.
- b) Please name and describe the specific characteristics of the mobile economy compared to the electronic economic.

**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).