

## Practical Exercises for Mobile Business I WS 2014/2015

### Work Sheet 4 – Economic Basics II

#### Exercise 1 (Consumer Acceptance)

- Explain six issues which influence the consumer acceptance for mobile services.
- Identify at least one example for each.

#### Exercise 2 (Customer Trust in Mobile Business)

- Name the two components which influence customer Trust in Mobile Business.
- Identify one Best Practice for each attribute of the lectures' Framework for building trust in Mobile Business.

#### Exercise 3 (General Model of Technology Acceptance)

- Make a draft of the General Model of Technology Acceptance introduced in the lecture and describe the interrelation of the single components.
- Describe the key innovation characteristics.
- What might be normative beliefs about using smartphones? Name two positive and two negative examples.

#### ***Processed Lectures:***

- **Lecture 13:** Acceptance and Success Factors in Mobile Business