

## **Practical Exercises for Mobile Business I WS 2011/2012**

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

#### **Exercise 1 (Consumer Acceptance)**

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

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

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

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

- a) Make a draft of the General Model of Technology Acceptance introduced in the lecture and describe the interrelation of the single components.
- b) Apply the General Model of Technology Acceptance to the current Innovation process for Smartphone's and describe the key innovation characteristics.
- c) 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