



TU-22.1307 Introduction to Services EXAMINATION 26.10.2011

Name: _____

Student number: _____

Points: ____ + ____ = ____

Questions 1 to 10 are about basic concepts and function as knock-off: you need to get at least 60% of them right to pass the course. Your level of excellence is judged from the essay-type questions.

Write in English, Swedish or Finnish. Be brief and to the point.

- 1) What is the difference between a service and a favour?

- 2) What is the Baumol's Disease?

- 3) What is the main difference between the Goods –dominant, and the Service –dominant logics?

- 4) What is a customer segment?

- 5) Why is service production happening in open systems?
