

T-86.5310 ICT-enabled service business and innovation

EXAM 19.12.2013

Write clearly. Mark the question numbers you answer by encircling them. Leave at least two squares empty space to one side on each page in your answer sheets for grading notes. No calculators or other means beside pen, eraser, and paper are allowed in the exam.

Answer only to **five (5)** of the following six (6) questions. If you answer six questions your best answer will not be included in your total points.

- ① Describe service from two viewpoints: A) as a process (3p) and B) as a viewpoint on value creation. (3p). – 6 p
 - service as process " deeds, participation, v
 - service as outcome " customer experience "

- value - in - vst - context
- value - in - context
onbedded exchange
- customer selfinput
- tangible assets
- customer information
- ② Describe A) service blueprinting method (4p). Then, B) draw a service blueprint for a university lunch cafeteria. The blueprint should illustrate the different parts and concepts of the blueprinting method (2p). – 6 p
 - physical evidence
 - customer
 - frontend
 - backend
 - supporting processes

method used for service design, and the mappings of diff processes.
- ③ First, A) describe the general characteristics of two-sided markets formed by platforms (4p). Then, B) discuss whether or not those characteristics can be found in Applifier's current business (2p). – 6 p
 - network effect / snowball
 - subsidizing
 - WTA / share market?
- ④ Discuss big data and analytics and how they can help in managing especially industrial maintenance services. – 6 p
 - Volume
 - Variety
 - Velocity
 - technology
 - leadership
 - organizational
 - infrastructure
5. Discuss how ICT is changing services and the service economy based on course readings and lectures. – 6 p
- ⑥ Describe the following concepts briefly (1p each): – 6 p
 - a) intangibility
 - b) customer journey
 - c) cloud computing
 - d) information-intensive service
 - e) multichannel service
 - f) digital business ecosystem

Hi from
SDE EIT?