

Examination 28.8.2012

T-109.4300 Network Services Business Models (3 cr)

Mark clearly on each paper:

- T-109.4300 Network Services Business Models
- Examination 28.8.2012
- Family name, first name
- Training program, student number

Answer to two of the questions 1 - 3 and to the compulsory question 4, only based on the content of the required material and lectures. Applied question 5 (a and b) is also compulsory to all. Try to structure your answer before starting to write and **pay special attention to clear handwriting**. The answers will be reviewed in scale 0-6 and the maximal score is accordingly 24.

1. Service domain in STOF model
2. Basic characteristics of cloud computing
3. Factors affecting innovation diffusion (Rogers, 2003)
4. Define the following concepts shortly (2p / concept):

switching cost, network externality, dominant design

5. a) Describe based on the exam material and your personal knowledge what are the essential factors which influence that third mobile apps ecosystem would be created around Windows operating system (3p).
- b) Facebook has started to compete from online advertising market traditionally dominated by Google. Based on the exam material and your personal knowledge analyze factors which influence to the competitive positions of these companies (3p).