

**Examination 8.4.2014**

**T-109.4300 Network Services Business Models (3 cr)**

Mark clearly on each paper:

- T-109.4300 Network Services Business Models
- Examination 8.4.2014
- Family name, first name
- Training program, student number

Answer to two of the questions 1 - 3 and to the compulsory question 4, based on the content of the required material and lectures. Applied question 5 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. What factors influence lock-in and what are the related switching costs in the ICT business?
2. Drivers and restraints of cloud computing services market diffusion
3. Internet business models (describe min 6)
4. Define the following concepts shortly (1p / concept):

network externality, two-sided network, economies of scale, business ecosystem, value network, walled garden business model

5. Invent and design your own Internet service, which ***make use of open data***. Describe a business model outline of this service based on STOF framework.