

T-86.5310 ICT-enabled service business and innovation

EXAM 11.4.2014

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) via common service characteristics (4p) and B) as a process. (2p). – 6 p

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

3. A) Discuss the key factors that distinguish two-sided markets from traditional, one-sided markets (4p). B) Briefly describe the following concepts related to two-sided markets (1p each = 2p) – 6 p
 - multi-homing costs
 - threat of envelopment

4. Discuss how information technology transforms service to be both more goods-like and less goods-like. – 6 p

5. Nokia has been through a lot of turmoil during the last years. Switching from Symbian to Windows Phone, launching HERE mapping platform, selling devices unit to Microsoft, and just recently launching an Android device. Discuss one or more of these developments using theories and trends presented on the course.

6. Describe the following concepts briefly (1p each): – 6 p
 - a) big data
 - b) cloud computing
 - c) cross-platform services
 - d) IT service management
 - e) Internet of things
 - f) digital business ecosystem