

T-86.5310 ICT-enabled service business and innovation

EXAM 30.5.2014

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) as a process (3p) and B) as a viewpoint on value creation. (3p). – 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 the benefits and drawbacks of cloud computing. – 6 p

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) perishability
 - b) big data
 - c) customer journey
 - d) IT service management
 - e) cross-medial service
 - f) digital business ecosystem