Exam 16.5.2009

T-86.5310 ICT Enabled Service Business and Innovation

Based on lectures, answer to 4 out of 5.

1. Describe five characteristics of services (based on lecture by Heiskala) (3p)

2. Describe configurable services and give example (lecture by Heiskala) (3p)

3. Principles of service-orientation (lecture by Hiekkanen) (3p)

4. Explain Living Labs, SaaS, Real-time economy (lectures by Hämäläinen, Komssi, Tuunainen) (3p)

5. Explain business model used by Skype and compare it to business model of traditional telco company. (lecture by Tinnilä) (3p)

Based on exam material articles, answer to 4 out of 5.

6. Shift of manufacturing mind-set to service paradigm. Describe shift and change. (Rust, R.T. & Miu, C. 2006, "What academic research tells us about service") (3p)

7. Describe common elements of services (Chesbrough, H. Spohrer, J. 2006, "A research manifesto for services science") (3p)

8. Write own questions on topic of any exam material article worth of 3p and give a model answer to it. (3p)

9. Discuss differences in service production process. (Bowen, J. & Ford, R.C. 2002, "Managing Service Organizations: Does Having a "Thing" Make a Difference?) (3p)

10. Discuss differences in managing service product quality. (Bowen, J. & Ford, R.C. 2002, "Managing Service Organizations: Does Having a "Thing" Make a Difference?) (3p)