S-38.3046 Value Network Design for Internet

Exam materials:
- Mobile Service Innovation and Business Models (Bouwman et al)
- Scenario planning: a tool for strategic thinking (Schoemaker)
- Value Network Configurations in Wireless Local Area Access (Casey et al)

This examination will be graded as passed/failed. Each question is worth max 6 points. Answers can be written in English, Finnish, or Swedish. Answers must be short and concise, max 4 pages in total!

1. Define briefly the following terms and concepts as appearing in the pre-exam book
   a. Critical success factor
   b. Critical design issue
   c. Value
   d. Electronic service
   e. Structural partners
   f. Value activities

2. Explain briefly the design steps of the STOF method

3. Explain briefly the life cycle phases of the dynamic STOF model

4. List the steps of the scenario planning process of Schoemaker. Why is it important to identify the key uncertainties?

5. Draw a device-driven value network configuration for wireless local area access using the notation by Casey et al.