

## Examination 19.5.2010

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

Mark clearly on each paper:

- T-109.4300 Network Services Business Models
- Examination 19.5.2010
- Family name, first name
- Training program, student number

Answer to two of the questions 1 - 3 and to the compulsory question 4, only 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. Critical success factors of STOF model
2. Characteristics of Finnish mobile market
3. Green computing
4. Define the following concepts shortly (1p / concept):

walled garden business model, economies of scale, switching cost, differentiation, QFD-method, SaaS

5. Describe based on the exam material and your personal knowledge what are the essential factors that influence mobile ticketing to become common.