

Examination 24.8.2010

T-109.4300 Network Services Business Models (3 cr)

Mark clearly on each paper:

- T-109.4300 Network Services Business Models
- Examination 24.8.2010
- 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. STOF business model domains
2. Factors affecting innovation diffusion (Rogers)
3. Mobile ticketing
4. Define the following concepts shortly (1p / concept):

hybrid business model, market uncertainty, economies of scale, switching cost, open telco, green computing

5. Construct and describe based on the exam material and your personal knowledge three scenarios (alternative future development paths) how the smart phone market could develop in the middle term timeframe (2010-2012). You do not have to present exact market figures. Focus on network technologies, services, content, terminals, and endusers needs. Analyse which of these scenarios could be most likely.