

Examination 4.1.2011

T-109.4300 Network Services Business Models (3 cr)

Mark clearly on each paper:

- T-109.4300 Network Services Business Models
- Examination 4.1.2011
- 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. Innovation diffusion (Rogers)
2. Critical success factors in STOF model
3. API brokering
4. Define the following concepts shortly (1p / concept):

differentiation, switching cost, QFD, walled garden business model, open business model, market uncertainty

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