

## T-86.5310 ICT-enabled service business and innovation

EXAM 15.12.2011

Write clearly. Mark the question numbers you answer by encircling them. Leave at least two squares empty space to one side on each page in your answer sheets for grading notes. No calculators or other means beside pen, eraser, and paper are allowed in the exam.

Answer only to **five (5)** of the following six (6) questions. If you answer six questions your best answer will not be included in your total points.

1. Describe service from two viewpoints: A) as a process (3p) and B) as a perspective on value creation (3p). – 6 p
  
2. Describe the challenges in assessment of service organization efficiency and effectiveness (4p). Then, discuss those challenges in the context of university education (2p). – 6 p
  
3. First, describe the general characteristics of two-sided markets formed by platforms (4p). Then discuss whether or not those characteristics can be found in Applifier's current business (2p). – 6 p
  
4. First, define *business model* and *its elements* (4p). Then, use those business model elements to describe the differences between public transportation and demand-responsive transportation service presented by Metropol-research project (2p). – 6 p
  
5. Describe the different degrees of innovation. – 6 p
  
6. Describe the following concepts briefly (1p each): – 6 p
  - a) innovation
  - b) invention
  - c) industry platform
  - d) industry standard
  - e) digital ecosystem
  - f) business ecosystem