

Examination 3.1.2012

T-109.4300 Network Services Business Models (3 cr)

Mark clearly on each paper:

- T-109.4300 Network Services Business Models
- Examination 3.1.2012
- 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 design issues (CDI) in STOF model
3. Key characteristics and benefits of cloud computing
4. Define the following concepts shortly (1p / concept):

differentiation, two-sided network, walled garden business model, market uncertainty, dominant design, long tail

5. Analyse how switching costs of end users influence to the mobile service market.