

T-86.5310 ICT-enabled service business and innovation

EXAM 9.1.2012

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. A) Describe the general characteristics of two-sided networked markets (2p).
B) Discuss the pricing decisions related to two-sided markets (2p).
C) Discuss the 'winner takes it all' dynamics of two-sided markets (2p).
– 6 p
4. First, define *business model* and its *elements* (4p). Then, use those business model elements to describe the differences between one of Applifier's previous business models (you can choose which one) and Applifier's current business model (2p). – 6 p
5. First, briefly describe diffusion of technological innovation and its relation to the product/market lifecycle (2p). Then, discuss typical innovation types in different stages of the product/market lifecycle (4p). – 6 p
6. Describe the following concepts briefly (1p each): – 6 p
 - a) reverse-innovation
 - b) system-of-systems
 - c) cloud computing
 - d) cloud services
 - e) service oriented architecture
 - f) digital business ecosystem