Examination 25.5.2011

T-109.4300 Network Services Business Models (3 cr)

Mark clearly on each paper:

- T-109.4300 Network Services Business Models
- Examination 25.5.2011
- 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 <u>pay special attention to clear handwriting</u>. The answers will be reviewed in scale 0-6 and the maximal score is accordingly 24.

1. Organization Domain in STOF model

2. Managing market uncertainty of new services

3. Classification of Internet business models (describe min. 6)

4. Define the following concepts shortly (1p / concept):

   network externality, switching cost, walled garden business model, cloud computing, two-sided network, dominant design

5. Describe based on the exam material <u>and</u> your personal knowledge what are the essential factors that influence to the success of Windows as mobile phone operating system.