

T-86.5751 Strategic digital service innovations

EXAM 9.3.2012

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. The student is allowed have their own two A4 page 'cheat sheet' with them in the exam (i.e. 1 page A4 printed on two sides). No calculators or other means beside pen, eraser, and paper are allowed in the exam.

Answer only to **three (3)** of the following four (4) questions. If you answer four questions your best answer will not be included in your total points.

1. First, describe open innovation. Then, discuss whether or not you think open innovation is a good approach to service innovation. - 10 p
2. First, discuss different sources of innovation and creativity. Then, discuss how those sources can be utilized in open service innovation. - 10 p
3. First, discuss markets with increasing returns and network effects - often called two-sided markets and platforms, especially from the viewpoint of technology. Then, discuss how an open services innovation approach could help a company build a dominant platform. - 10 p
4. Make an essay exam question that does not directly address the other topics in this exam. Then, prepare an example answer to the question with guidelines for evaluation. The evaluation guidelines should reflect what you think are the most important things that should be included in an answer to your question. - 10 p