

TLO-35246 20.10.2016

COURSE EXAM / Software Business

NOTE: Read the questions carefully before you answer! You can answer either in English or in Finnish. Please use as clear handwriting as possible. Totally wrong claim(s) might decrease the grade.

The exam results will be available for students by 27.11.2016. We apologize in advance for any inconvenience this delay may cause.

I. Explain the meaning of the following terms in the context of software business. Use max five lines per answer.

1. Infrastructure-as-a-Service
2. Differentiation strategy
3. Application service provisioning (ASP) model
4. Born-global pathway
5. Pay-per-use

II. Answer the two questions below in essay form. Use max one page per answer.

1. What are the main advantages and disadvantages of freemium software from a software vendor point of view, and what kinds of limitations a software vendor might set for the free version?
2. What are the differences between opportunity creation and opportunity discovery? Give examples how software firms can create and discover opportunities for new products or services.