

# Exam E-business- & IT-industry

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Please provide clear arguments to support your answers.

All questions are valued at 10 points.

1. Network economics and IT economics govern the ebusiness industry.
  - a. Define network externalities.
  - b. Define lock in. Describe different types of lock in companies can experience when using software.
  - c. What is the importance of compatibility for industries governed by network economics?
2. We discussed the article “After the Gold Rush” of Christensen.
  - a. Define disruptive technologies.
  - b. Is the Internet a disruptive technology? Why or why not?
3. We discussed the changes in the mobile value chain. One of the models introduces four stages in the value chain: (1) content creation and production, (2) content packaging, (3) distribution and (4) consumption.
  - a. Define these activities
  - b. Describe the changes in these activities.
4. In the project we analysed Web 2.0
  - a. Give a definition of Web 2.0. Do you think Web 2.0 is a hype or not?
  - b. Describe three types of companies that we studied. Describe their business models.
  - c. What revenue models do we see a lot in Web 2.0? Why do you think this is the case?

Success!