

COURSE EXAM / TLO-35246 Software Business

Arto Ojala

1.3.2016

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.

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

1. Platform-as-a-Service
2. Usage-dependent pricing
3. Application service provisioning (ASP) model
4. Mass-market software firms
5. Software licensing

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

1. How can a software firm protect their business against new entrants and potential substitutes? Give also an example based on the reading material and/or class discussion.
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.