

## **BUSINESS MODEL DESIGN 2018 (FALL)**

### **TAKE HOME EXAM**

#### INSTRUCTIONS

- Please choose 4 questions to answer. So write 4 essays in total.
- Each essay is valued max 5 points (Together max 20 points in total. 10 points in total required to pass the exam).
- The length of each essay should be approximately 2 pages. However, this is a recommendation. The essay can also be little longer (however, avoid too long texts). I also want to say that usually 1 page is not enough for a complete answer.
- Questions are published Tuesday 4.12. 12.15 in mycourses (this document)
- If there are changes or clarifications, I will send a separate announcement from mycourses to all students registered to this course.
- Absolute deadline for submissions is Sunday 16.12. 24.00
  
- The evaluation will be done according to your ability
  1. to analyze and reflect the readings and other material,
  2. to show case examples and/or individual experiences, as well as
  3. to synthesize and combine different sources of information.
  
- Providing appropriate references is critical.
- Definitions for concepts, theories, frameworks, etc. should be given with appropriate references.
- Copy-paste the question to your answer!
- Academic writing style

Please note that your submission is analyzed by Turnitin (which will detect e.g. plagiarizing). If you quote some statements etc. directly, do it properly with referencing.

Note also that the questions are quite extensive. Therefore, in each essay, it is important to state why you have chosen certain perspective in your answer, and what that perspective means for your answer.

#### QUESTIONS

**By reflecting the course materials, and other materials, answer 4 of the following questions in essay format. Remember to choose only 4 questions! COPY-PASTE THE QUESTION TO YOUR ANSWER!**

1. What are the similarities and differences of different perspectives to analyzing business models? You are free to choose which perspectives you compare (e.g. different levels of abstraction or variety of definitions, etc.). In your answer, remember to state clearly which perspectives you used, and why such a comparison is important.

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2. Compare, through theory and examples, the business model innovation challenges of start-up and incumbent firms.
3. What are the main opportunities and challenges of involving business ecosystem to a firm's business model?
4. How does value creation differ between different platform implementations? Reflect theory and practise.
5. Search two value propositions of existing companies: a) a very good one and then b) a very bad one. Compare these two value propositions and explain how the companies have succeeded and failed in the value proposition design.