IN5320 - Final exam 2019

Short answer (40%, 5% each)
(A few paragraphs each)

1. What is the difference between transaction platforms and innovation platforms? Name some examples of both types.

2. What is a Design System?

3. What do we mean by ‘deepening specialization’, and why is platforms described as an enabler of this?

4. What is modularization and how is it related to platform architectures?

5. What do we mean by network effects and how is this concept relevant to platforms?

6. What do we mean when we say that platforms are multi-sided?

7. What do we mean by ‘design for design’ or ‘meta-design? Are these concepts relevant to software platform design?

8. What is REST, and what characterizes the REST architectural style?

Long answer (60%)

1. Name an example of a platform ecosystem and discuss how it meets the definition and characteristics of a platform ecosystem using all concepts you see relevant from the course literature (e.g., architecture, multi-sidedness, boundary resources, competitive advantage, network effects, etc.). (20%)

2. Discuss the relationship between data platforms and artificial intelligence / machine learning (10%)

3. Discuss the relationship between platform openness and platform innovation by third-party complementers (10%)

4. This last sub-question is divided into three parts. You must answer all.
   a) Describe key differences between bespoke and generic software development. b) Discuss potential challenges and benefits associated with

each. c) Discuss how the two approaches to design and development relate to software platforms (20%)