



Office Hour – Exams Trial

Innovation Management Course
A.y. 2021/2022

Prof. Paolo Neirotti
Francesco Luigi Milone



**POLITECNICO
DI TORINO**

Multiple Choice Questions



Prof. Paolo Neirotti, Francesco Luigi Milone

What principles do you have to avoid when you (as company) are driving a digital transformation?

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- 2 None of the other
3. Hiring technical personnel only
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2. Because they only want to increase the number of producers on one side of the platform.
3. Because they aim at specializing in one game typology.
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1. A form of sample bias in the data on which machine learning algorithms are trained
2. When the analysis run by a software gives us a false sense of security, human disengage from the part of work software is doing.
3. None of the previous statements
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Complete the following sentence: ... are associated to traditional companies, while ... are associated to digital platforms.

1. Supply scale economics – Demand scale economics
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For vendors machineries, making them “smart and connected” give opportunities for business models based on ... (Only one answer is correct)

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2. Helping the client optimize the use of the machinery in the production system through data-driven prescriptions
3. Selling less spare parts
4. A “Break and fix” revenue model

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Which is the greatest challenge for Industrial IoT platforms like GE Predix? Select TRUE statements only. (Only 2 answers are correct)

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2. 2nd degree price discrimination
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Which of the following is NOT an organizational consequence of automation of decision-making given to algorithms?

1. Line involvement in Interpretability and validation of algorithmic outcomes
2. Elimination of some middle management activities related to control
3. Replacement of repetitive and routinary tasks
4. Outsourcing and offshoring

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2. Circular Value Chain
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2. Less industry concentration (large companies becoming smaller)
3. reduced entry barriers and more companies in the market
4. none of the following options

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1. Micro-market strategy
2. Big-Bang adoption strategy
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Taxi drivers in London have a unique and immense knowledge of London's streets, addresses and point of interests. Such knowledge comes from their preparation for a test, called the Knowledge, that requires three years of study and regulates the access to the industry. Rise of GPS and digital maps have made taxi drivers' unique and in-depth knowledge of London streets

1. A commodity that can be easily accessed by new entrants
2. A substitute product
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What is the main characteristic of a *subsidy-side* in a platform business?

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Open Answer Questions



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January 2021 (Neirotti). *With reference to the GAP case study, how do you evaluate the option of Gap to sell garments on Amazon in reference to its objectives to use big data analytics to predict customer preferences and decide what to design and produce accordingly?*

February 2021 (Milone). *Discuss what are the industrial sectors in which we have seen or in which it could be possible to observe the emergence of a Digital Platform. What are the common characteristics between these industrial sectors? Then, discuss the advantages of digital platforms when compared to traditional business.*

June 2021 (Milone). *Discuss the network externalities that arise on the Uber multi sided platform. Remember: there are many kinds of network externalities: build a comprehensive answer including a discussion on all types of externalities.*

Exam Sample (Neirotti). *Illustrate the main organizational characteristics of AI Factories (i.e., companies that use AI in their operating model like Netflix, Amazon, Facebook) in reference to work practices, approaches for market analysis and exploration, way data architectures are managed. Explain how such characteristics are linked to their scalability (Define also scalability)*

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