

## DatZ2184 : Biznesa platformas

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<b>Sākts</b>	trešdiena, 2021. gada 22. decembris, 19:31
<b>Stāvoklis</b>	Pabeigts
<b>Pabeigts</b>	trešdiena, 2021. gada 22. decembris, 20:04
<b>Patērētais laiks</b>	32 min. 36 sek.
<b>Punkti</b>	30,00/33,00
<b>Vērtējums</b>	<b>9,09</b> no maksimuma 10,00 ( <b>91%</b> )
<b>Atsauksmes</b>	excellent


## Jautājums 1

Pareizs

Punkti: 1,00 / 1,00

## 1. Business platforms :

Izvēlieties vienu:

- ☒ a. - are business models , which connect large scale of external producers of goods (products and services) with large scale of customers and promote implementation of transactions of goods between them 
- ☐ b. - are business models ,which provide large scale of their produced goods ( products and services) to large scale of customers

Your answer is correct.

Pareizā atbilde ir: - are business models , which connect large scale of external producers of goods (products and services) with large scale of customers and promote implementation of transactions of goods between them

## Jautājums 2

Pareizs

Punkti: 1,00 / 1,00

2. "Plug and play" principle in business platforms is the possibility for external producers:

Izvēlieties vienu vai vairākas:

- ☒ a. - to co-create and co-develop their products and services with other platform participants ✓
- ☒ b. - to create and develop their products and services , by getting different supports from platforms, ✓
- ☒ c. to join the platforms without essential startup investments ✓

Your answer is correct.

Pareizās atbildes ir: to join the platforms without essential startup investments, - to create and develop their products and services , by getting different supports from platforms,, - to co-create and co-develop their products and services with other platform participants

## Jautājums 3

Pareizs

Punkti: 1,00 / 1,00

3. Business platforms:

Izvēlieties vienu:

- ☐ a. - have to have attract a critical mass of external producers
- ☒ b. - have to have at least two sides of their market participants ✓  
(producers and consumers (end-users),

Your answer is correct.

Pareizā atbilde ir: - have to have at least two sides of their market participants  
(producers and consumers (end-users),

## Jautājums 4

Pareizs

Punkti: 1,00 / 1,00

4. Network effects in business platforms :

Izvēlieties vienu:

- ☒ a. - promote non-linear growth of value of products and services offered in platforms ✓
- ☐ b. - make products and services offered in platforms more complicated

Your answer is correct.

Pareizā atbilde ir: - promote non-linear growth of value of products and services offered in platforms

## Jautājums 5

Pareizs

Punkti: 1,00 / 1,00

5. What is the difference between direct and indirect network effects in business platforms

Izvēlieties vienu:

- ☐ a. - direct network effects take place between two opposite market sides of business platform,
- ☒ b. - indirect network effects take place between two opposite market sides of business platform ✓

Your answer is correct.

Pareizā atbilde ir: - indirect network effects take place between two opposite market sides of business platform

## Jautājums 6

Pareizs

Punkti: 1,00 / 1,00

6. What is a traditional "pipe" type business model:

Izvēlieties vienu:

- ☐ a. product ( or service) is "pushed through pipes" from consumer to  
  
one or more other consumers,
- ☒ b. product ( or service) is "pushed through a pipe" by adding value to it ✓  
  
on the way from producer to consumer

Your answer is correct.

Pareizā atbilde ir: product ( or service) is "pushed through a pipe" by adding value to it  
  
on the way from producer to consumer

## Jautājums 7

Pareizs

Punkti: 1,00 / 1,00

7. By selling your products through the internet ( *through a web page etc.*):

Izvēlieties vienu:

- ☒ a. - you are still using a traditional ( "pipe") business model ✓
- ☐ b. - you are already applying a business platform business model,

Your answer is correct.

Pareizā atbilde ir: - you are still using a traditional ( "pipe") business model



## Jautājums 8

Pareizs

Punkti: 1,00 / 1,00

8. To implement business platform model means:

Izvēlieties vienu vai vairākas:

- ☒ a. - to use internet possibilities to expand the scale of potential 
- consumers for products and services
- ☒ b. - to start two business companies simultaneously for both market 
- side participants of business platform ( for external producers and end-users )

Your answer is correct.

Pareizā atbilde ir: - to start two business companies simultaneously for both market

side participants of business platform ( for external producers and end-users )


## Jautājums 9

Pareizs

Punkti: 1,00 / 1,00

9. How business platforms are scaling their business:

Izvēlieties vienu:

- ☐ a. by reaching a critical amount of products and services,  
produced by platform owners,
- ☒ b. by reaching a critical mass of participants users on both market 
- sides ( external producers and end-users)

Your answer is correct.

Pareizā atbilde ir: by reaching a critical mass of participants users on both market

sides ( external producers and end-users)

## Jautājums 10

Pareizs

Punkti: 1,00 / 1,00

10. Platform main functionalities are:

Izvēlieties vienu vai vairākas:

- ☒ a. - *matching different sides of the platform market participants,* ✓
- ☒ b. - *enabling transactions between different sides of the platform market participants* ✓
- ☒ c. - *attracting of critical mass of participants on each side of the platform market,* ✓
- ☒ d. - *connecting different sides of the platform market participants* ✓

Your answer is correct.

Pareizās atbildes ir: - *attracting of critical mass of participants on each side of the platform market,* - *matching different sides of the platform market participants,* - *connecting different sides of the platform market participants* , - *enabling transactions between different sides of the platform market participants*

## Jautājums 11

Daļēji pareizs

Punkti: 0,50 / 1,00

11. *Attraction* functionality of the platform means:

Izvēlieties vienu vai vairākas:

- ☒ a. - *identification and invitation of high-potential external producers* ✓  
and end-users of the platform,
- ☐ b. - *maintainance of external producers and end-users on the platform*  
by training and encouraging them to work within the platform,

Your answer is partially correct.

Jūs pareizi izvēlējāties 1.

Pareizās atbildes ir: - *identification and invitation of high-potential external producers and end-users of the platform,* - *maintainance of external producers and end-users on the platform* by training and encouraging them to work within the platform,

## Jautājums 12

Pareizs

Punkti: 1,00 / 1,00

12. *Matching* functionality of the platform means:

Izvēlieties vienu:

- ☒ a. - that platform matches the needs for information to the participants of the both sides of platform market ✓
- ☐ b. - that platform is providing as much as possibly large amount of information to all platform participants,

Your answer is correct.

Pareizā atbilde ir: - that platform matches the needs for information to the participants of the both sides of platform market

## Jautājums 13

Pareizs

Punkti: 1,00 / 1,00

13. *Connecting* functionality of the platform means:

Izvēlieties vienu:

- ☒ a. - that platform provides the possibility for participants of both sides of platform market to connect directly with each other ✓
- ☐ b. - that platform owners increase their connection intensity with participants of both sides of platform market ( external producers and en-users),

Your answer is correct.

Pareizā atbilde ir: - that platform provides the possibility for participants of both sides of platform market to connect directly with each other

## Jautājums 14

Pareizs

Punkti: 1,00 / 1,00

14. *Transaction* functionality of the platform means :

Izvēlieties vienu:

- ☐ a. - that platform provides as much as possible value offerings to the all participants of platform
- ☒ b. - that platform enables exchange of values between platform participants, ✓

Your answer is correct.

Pareizā atbilde ir: - that platform enables exchange of values between platform participants,

## Jautājums 15

Pareizs

Punkti: 1,00 / 1,00

15. The platform ecosystem consists of :

Izvēlieties vienu vai vairākas:

- ☒ a. platform's core ✓
- ☒ b. - platform's supplementary applications ( *apps*), ✓
- ☒ c. - platform' s interfaces ✓

Your answer is correct.

Pareizās atbildes ir: platform's core, - platform' s interfaces, - platform's supplementary applications ( *apps*),



## Jautājums 16

Daļēji pareizs

Punkti: 0,50 / 1,00

16. Platform's core is :

Izvēlieties vienu vai vairākas:

- ☐ a. - sharing its functionality with applications through its interfaces ,
- ☒ b. - extensible code base for a software-based system that provides platform's core functionality, ✓

Your answer is partially correct.

Jūs pareizi izvēlējāties 1.

Pareizās atbildes ir: - extensible code base for a software-based system that provides platform's core functionality,, - sharing its functionality with applications through its interfaces ,

## Jautājums 17

Pareizs

Punkti: 1,00 / 1,00

17. Application ( *app* ) in the platform :

Izvēlieties vienu:

- ☒ a. - is a software subsystem or service , connected to the platform in order to add platform functionality, ✓
- ☐ b. is a software subsystem or service , which has to have the same functionality as platform , to what the application is connected

Your answer is correct.

Pareizā atbilde ir: - is a software subsystem or service , connected to the platform in order to add platform functionality,

## Jautājums 18

Nepareizs

Punkti: 0,00 / 1,00

18. Platform's interfaces are :

Izvēlieties vienu:

- ☐ a. - the specifications , which are describing how the platform's core and applications interacted with each other and exchanged information,
- ☒ b. - direct connection channels between different apps in the platform ✗

Your answer is incorrect.

Pareizā atbilde ir: - the specifications , which are describing how the platform's core and applications interacted with each other and exchanged information,

## Jautājums 19

Pareizs

Punkti: 1,00 / 1,00

19. Platform ecosystem's architecture is :

Izvēlieties vienu:

- ☐ a. - structure of the platform's core functionality ( code)
- ☒ b. - a tool for balancing the need for autonomy among app developers without compromising the capacity to integrate their work into cohesive platform ecosystem, ✓

Your answer is correct.

Pareizā atbilde ir: - a tool for balancing the need for autonomy among app developers without compromising the capacity to integrate their work into cohesive platform ecosystem,


## Jautājums 20

Pareizs

Punkti: 1,00 / 1,00

20. In a well-*partitioned* platform ecosystem's architecture:

Izvēlieties vienu:

- ☒ a. - applications are functioning relatively independently   
and not depend on platform's core functioning ,
- ☐ b. - application functioning is exactly dependent on platform's core functioning

Your answer is correct.

Pareizā atbilde ir: - applications are functioning relatively independently  
and not depend on platform's core functioning ,


## Jautājums 21

Nepareizs

Punkti: 0,00 / 1,00

21. *Systems integration* in platform ecosystem's architecture :

Izvēlieties vienu:

- ☒ a. - helps to integrate different type of products or services on the platform 
- ☐ b. - helps platform owner to coordinate development activities with app developers

Your answer is incorrect.

Pareizā atbilde ir: - helps platform owner to coordinate development activities with app developers

## Jautājums 22

Pareizs

Punkti: 1,00 / 1,00

22. Modularity of platform ecosystem's architecture:

Izvēlieties vienu vai vairākas:

- ☒ a. - refers to the extent how platform and apps are designed independently but will work together to constitute the platform ecosystem ✓
- ☒ b. - refers to the extent to which the interdependence among platform subsystems is intentionally reduced by design, ✓

Your answer is correct.

Pareizās atbildes ir: - refers to the extent to which the interdependence among platform subsystems is intentionally reduced by design,,  
- refers to the extent how platform and apps are designed independently but will work together to constitute the platform ecosystem

## Jautājums 23

Pareizs

Punkti: 1,00 / 1,00

23. Modularity of platform ecosystem's architecture is achieved by:

Izvēlieties vienu:

- ☒ a. - decoupling the platform from apps, ✓
- ☐ b. - codifying the interface specifications how an app interacts with the platform,

Your answer is correct.

Pareizā atbilde ir: - decoupling the platform from apps,

## Jautājums 24

Pareizs

Punkti: 1,00 / 1,00

24. APIs (Application Programming Interfaces) :

Izvēlieties vienu vai vairākas:

- ☒ a. - allow app developers to use the platform's capabilities without having to concern themselves how those capabilities are implemented within the platform, ✓
- ☒ b. - can include specifications for variables , routines, data structures, protocols, and object classes and behaviors, ✓
- ☒ c. - provide app developers well-defined means to access the platform's shared libraries , protocols, functions and specific capabilities that they use as a starting point for implementing their apps ✓

Your answer is correct.

Pareizās atbildes ir: - allow app developers to use the platform's capabilities without having to concern themselves how those capabilities are implemented within the platform,, - can include specifications for variables , routines, data structures, protocols, and object classes and behaviors,, - provide app developers well-defined means to access the platform's shared libraries , protocols, functions and specific capabilities that they use as a starting point for implementing their apps

## Jautājums 25

Pareizs

Punkti: 1,00 / 1,00

25. Platform governance key functions are:

Izvēlieties vienu vai vairākas:

- ☒ a. - to provide a context in which distributed innovation driven by app developers can emerge around a platform, ✓
- ☒ b. - to reduce platform behavioral complexity ✓
- ☐ c. to provide for platform owner full control on app developers activities

Your answer is correct.

Pareizās atbildes ir: - to provide a context in which distributed innovation driven by app developers can emerge around a platform,, - to reduce platform behavioral complexity

## Jautājums 26

Pareizs

Punkti: 1,00 / 1,00

26. Platform governance encompasses :

Izvēlieties vienu vai vairākas:

- ☒ a. - the collection of mechanisms through which the platform owner exercises control over app developers ( the control portfolio, which includes the authority to accept or reject apps) ✓
- ☒ b. the division of authority and responsibilities between the platform owner and app developers ( decision rights partitioning), ✓

Your answer is correct.

Pareizās atbildes ir: the division of authority and responsibilities between the platform owner and app developers ( decision rights partitioning), - the collection of mechanisms through which the platform owner exercises control over app developers ( the control portfolio, which includes the authority to accept or reject apps)

## Jautājums 27

Pareizs

Punkti: 1,00 / 1,00

27. Decision rights in platform :

Izvēlieties vienu vai vairākas:

- ☐ a. - are completely owned by app developers, the collection of mechanisms through which the platform owner exercises control over app developers ( the control portfolio, which includes the authority to accept or reject apps)
- ☒ b. are partitioned between platform owner and app developers ✓
- ☐ c. - are completely owned by platform managers( owners), division of authority and responsibilities between the platform owner and app developers ( decision rights partitioning),

Your answer is correct.

Pareizā atbilde ir: are partitioned between platform owner and app developers

## Jautājums 28

Pareizs

Punkti: 1,00 / 1,00

28. By setting *asymmetric pricing* in platforms:

Izvēlieties vienu:

- ☐ a. - app developers set very different prices for their products in the platform
- ☒ b. - platform owner sets a zero price or even a negative price (e.g. a premium to the consumer – end-user) for one side of the platform, ✓

Your answer is correct.

Pareizā atbilde ir: - platform owner sets a zero price or even a negative price (e.g. a premium to the consumer – end-user) for one side of the platform,

## Jautājums 29

Pareizs

Punkti: 1,00 / 1,00

29. "Pie - splitting" in platform business is the system :

Izvēlieties vienu:

- ☐ a. how to split subsidies by platform owner to different app developers
- ☒ b. - how the revenues will be shared between the app developers and the platform owner by selling products and services in the platform, ✓

Your answer is correct.

Pareizā atbilde ir: - how the revenues will be shared between the app developers and the platform owner by selling products and services in the platform,

## Jautājums 30

Pareizs

Punkti: 1,00 / 1,00

30. Each application has four basic functionality parts:

Izvēlieties vienu vai vairākas:

- ☒ a. - data storage logic – where data are stored ✓
- ☒ b. - data access logic – where access and retrieval of data are handled, ✓
- ☒ c. - presentation logic – where the interaction with an end user is handled, ✓
- ☒ d. - application logic – where the core function of the application is implemented( that differs particular app from other apps), ✓

Your answer is correct.

Pareizās atbildes ir: - presentation logic – where the interaction with an end user is handled,, - application logic – where the core function of the application is implemented( that differs particular app from other apps),, - data access logic – where access and retrieval of data are handled,, - data storage logic – where data are stored

## Jautājums 31

Pareizs

Punkti: 1,00 / 1,00

31. *Stand-alone* application means that :

Izvēlieties vienu:

- ☒ a. - all four app functionality parts are implemented on the app developers side, ✓
- ☐ b. - such app cannot interact with other apps in the platform ecosystem

Your answer is correct.

Pareizā atbilde ir: - all four app functionality parts are implemented on the app developers side,



## Jautājums 32

Pareizs

Punkti: 1,00 / 1,00

32. Platform business model :

Izvēlieties vienu:

- ☐ a. - offers more concentrated control on the whole value chain than "pipe" type product and service business models
- ☒ b. - offers less concentrated control on the whole value chain than traditional "pipe" business models, ✓

Your answer is correct.

Pareizā atbilde ir: - offers less concentrated control on the whole value chain than traditional "pipe" business models,

## Jautājums 33

Pareizs

Punkti: 1,00 / 1,00

33. Platform management requires to:

Izvēlieties vienu vai vairākas:

- ☒ a. 1. - define the business direction without sufficient experience from the platform owner ✓
- ☒ b. - perform "orchestration" (management) without absolute authority, ✓
- ☒ c. - exercise control without full ownership, ✓

Your answer is correct.

Pareizās atbildes ir: - exercise control without full ownership,, - perform "orchestration" (management) without absolute authority,,

1. - define the business direction without sufficient experience from

the platform owner

◀ Seminar No.2.- How to create an advertising message and deploy it on Google platform

Pāriet uz...









