

Exam ICT Service Management 2016

One question about comparing McFarlane's grid and Weill & Broadbent's infrastructure portfolio model, and three extremely random questions featuring stories about a company.

1. Why did Microsoft buy LinkedIn (HINT: economies of scale)
2. An IT project in some Asian country with real estate brokers failed. Then they introduced some commission model and become a bit more innovative. Explain why it failed and how it improved.

