

**TAMPERE UNIVERSITY OF TECHNOLOGY
INDUSTRIAL MANAGEMENT**

2900120 , Changing Subject Course of Industrial Economics:

Technology Management and Marketing in High-Tech Environment

Exam 5.12.2001

Please, write your student number and full name on each answer paper.

You can answer the questions *either* in Finnish *or* in English.

1. What are the three most distinctive, common characteristics for all high-tech industries?
2. Define two alternative types of partnership in high-tech field from a value chain perspective. Also describe the advantages and disadvantages associated with both approaches.
3. High-tech companies can find strategic orientation by focusing on innovation and/or customer. Describe different orientations and the market strategy for each.
4. Define the product platform thinking in developing and marketing new products. What makes this approach so useful in high-tech marketing?