

Exam questions

1. What is meant by the dark side of big data? What are some of the possible downsides of using big data? (Big Data)

The book makes a good case of why big data is useful, but it is also important to remember that big data may have some drawbacks too.

2. Why using all the data (n=all) can be better than just using random sampling? (Big Data)

It is important to understand why using all the data is beneficial, and also when to use all the data instead of a sample.

3. What were the eight rules for innovating and creating killer apps? (The New Killer Apps)

The book revolves around these eight rules and they are essential to remember if one wants to build killer apps without failing.

4. The book introduced six technological megatrends, what were they and explain shortly why these technologies are relevant to killer apps. (The New Killer Apps)

These megatrends were mentioned in a few chapters in different contexts. For example in the chapter “Carmakers Must Take a New Road” they were used in the context of car manufacturers. These trends can be utilized in different industries and were one of the more important ideas introduced in the book, similar to the eight rules.