

School of Technology and Society

WRITTEN EXAMINATION

Course: Digital Marketing G2F 7.5 credits

Sub-course

Course code: FÖ535G

Credits for written examination 4.0 hp

Date: 2024-03-15

Examination time: 14:15 - 18:30

Examination responsible: AFM Jalal Ahamed

Teachers concerned: AFM Jalal Ahamed

Aid at the exam/appendices: **Lexicon, Swedish – English, German – English**

Other

Instructions

- ☐ Take a new sheet of paper for each teacher.
- ☒ Take a new sheet of paper when starting a new question.
- ☒ Write only on one side of the paper.
- ☒ Write your name and personal ID No. on all pages you hand in.
- ☒ Use page numbering.
- ☒ Don't use a red pen.
- ☒ Mark answered questions with a cross on the cover sheet.

Grade points

A	=	Utmärkt (Excellent)	D	=	Tillfredsställande (Satisfactory)
B	=	Mycket Bra (Very Good)	E	=	Tillräckligt (Sufficient)
C	=	Bra (Good)	F	=	Fail

Examination results should be made public within 18 working days

Good luck!

Total number of pages

Question # 1

- a) According to Rosario et al. (2020), what are the limitations in the pertaining eWOM research literature? How did they conceptualize the eWOM? Can you see any flaws in their conceptualization?

15 points

- b) Rosario et al. (2020), argued that eWOM is not offline WOM. Why? Explain?

10 points

Question # 2

- a) Do you think digital technologies have an emergence in international relationship-marketing research? Justify your answer in light of Watson IV, Weaven, Perkins, Sardana, & Palmatier (2018)

15 points

- b) What are the four Cultural Eras of Digital Marketing? Discuss them in light of Busca & Bertrandias (2020). Do you think these divisions of the eras are well justified?

10 points

Question #3

Good Buy and Old Fashion

The Scandinavian company *Good Buy* had been successful in helping firms to transform their business in the digitalization era. Their success had been possible through the building of versatile online platforms that allowed firms to integrate their e-business with their traditional in-store operations. However, there were still some stores which preferred to keep business as usual, which in some cases meant no e-business whatsoever. Things should simply be kept as they used to be...

In this scenario, we imagine that you are working for the company *Good Buy* and you are on your way to a meeting with the retailing firm *Old Fashion*, which has century old traditions of selling clothes to people in the city of Skövde. Being an experienced and well-educated marketer, you understand that it will not be possible to sell *Good Buy*'s platform services to the managers at *Old Fashion* unless they understand its benefits. Thus, knowing that managers at *Old Fashion* are very proud of their brand your task is now to explain what the benefits might be with regard to:

- A. Retailer – customer interface.
- B. The potential to expand *Old Fashion*'s customer base.
- C. Present two possible reasons why managers at *Old Fashion* might choose not to proceed with your proposal to integrate e-business into their store's operations.

Please note that it is critical that your answer includes examples that support your arguments.

25 points

Question #4

How the digital transformation affects the retailing value chain through new sources of value creation? Discuss in light of Reinartz et al., 2019

10 points

Question #5

What are the four most critical potential challenges for “digital” marketers, as identified by Leeftang, Verhoef, Dahlström, & Freundt (2014)? What are the possible solutions they do suggests? Do you think a software developer located in Skövde might face similar challenges?

15 points

Ref.:

- Babić Rosario, A., De Valck, K., & Sotgiu, F. (2020). Conceptualizing the electronic word-of-mouth process: What we know and need to know about eWOM creation, exposure, and evaluation. *Journal of the Academy of Marketing Science*, 48, 422-448.
- Busca, L., & Bertrandias, L. (2020). A framework for digital marketing research: Investigating the four cultural eras of digital marketing. *Journal of Interactive Marketing*, 49, 1-19.
- Reinartz, W., Wiegand, N., & Imschloss, M. (2019). The impact of digital transformation on the retailing value chain. *International Journal of Research in Marketing*, 36(3), 350-366.
- Watson IV, G. F., Weaven, S., Perkins, H., Sardana, D., & Palmatier, R. W. (2018). International market entry strategies: Relational, digital, and hybrid approaches. *Journal of International Marketing*, 26(1), 30-60.
- Leeftang, P. S., Verhoef, P. C., Dahlström, P., & Freundt, T. (2014). Challenges and solutions for marketing in a digital era. *European Management Journal*, 32(1), 1-12.