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: 2023-12-08

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)
B = Mycket Bra (Very Good)
C = Bra (Good)

D = Tillfredsställande (Satisfactory)
E = Tillräckligt (Sufficient)
F = Fail

Examination results should be made public within 18 working days

Good luck!

Total number of pages

Question # 1

    a)   What are the four most critical potential challenges for "digital" marketers, as identified by Leeflang, 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?

20 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 # 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)   Explain the dimensions of a firm's digitization capability in light of Ritter & Pedersen (2020)

10 points

Question #3

The effects of digital transformation. Please note that your answer to this question should not exceed two pages.

The digital transformation of societies worldwide affects firms' marketing. This fact was also discussed at one of the lectures during the course "Digital Marketing". From a marketers' perspective it is critical to understand how digitalization influences the interaction points at brand – customer level, platform – customer level, and at the retailer – customer level.

Your task is now to present examples that clearly illustrate how digitalization affect interactions at these three levels. It is important that your answer includes information about the firms' sources of value creation and the benefits that customers may perceive from using digital interfaces at the three levels.

The model below is envisaged to refresh your memory and help you to write a structured answer with convincing examples and arguments.

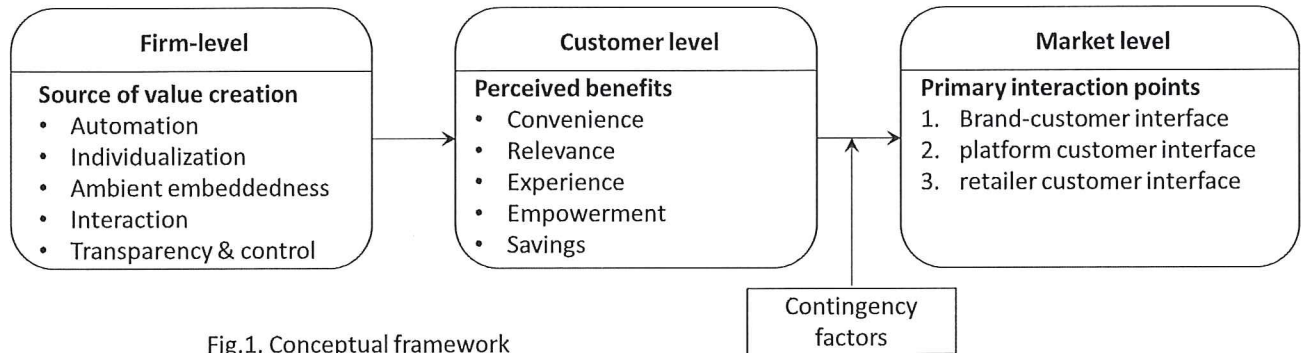*25 points*

Digital transformation: a conceptual framework

Firm-level	Customer level	Market level
Source of value creation • Automation • Individualization • Ambient embeddedness • Interaction • Transparency & control	**Perceived benefits** • Convenience • Relevance • Experience • Empowerment • Savings	**Primary interaction points** 1. Brand-customer interface 2. platform customer interface 3. retailer customer interface

Contingency factors

Fig.1. Conceptual framework

Question #4

What is digital servitization? Why it is important for a firm to be successful?

10 points

Question #5

Discuss the Technology Acceptance Model (TAM) of Davis, 1989, and its development over time (hints: Original TAM, parsimonious TAM, and TAM-2)

10 points

Ref.:

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), 1-19.

Lee, Y., Kozar, K. A., & Larsen, K. R. (2003). The technology acceptance model: Past, present, and future. *Communications of the Association for information systems, 12*(1), 50.

Leeflang, 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.

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.