

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: 2023-10-26

Examination time: 08:15 - 12:30

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) Discuss the Information Acceptance Model (IACM) as proposed by Erkan & Evans (2016). Why do you think this model (IACM) can explain the influence of eWOM in social media on consumers' purchase intentions?

20 points

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

10 points

Question # 2

- a) What are the benefits that the digital era brought for firms seeking international marketing operations?

15 points

- b) Why and how the internet helps firms to overcome linguistic and cultural differences obstacles of internationalization?

10 points

Question #3

The company where SVEA worked was about to develop a new strategy. A new strategy was needed because it was clear that something had to be done to follow the digitalization trend. However, when presenting the reasons why and what should be done when developing the new strategy, it sounded as if the company's top managers could not spell out what they wanted to accomplish. Thus, their arguments were unclear. As a consequence, nobody knew what should be done and how to do it.

SVEA therefore contacted her friend Alf (meaning you) who had extensive experience from working with digitalization strategies and invited him to hold a speech at a coming management meeting. They agreed that the topic of Alf speech would be:

- What is digital servitization and how can it help companies to grow?

In this scenario we imagine that you are Alf the person with extensive digitalization experience, who shall explain the question above. Please note that your answer must include examples that illustrate your arguments.

25 points

Question #4

In your opinion, why the small business owner's attitude toward advertising differs? Can you relate the Cole et al., 2017 findings in Sweden? Do you expect the same results in Sweden? If so, then why? Or why not?

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.:

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.

Cole, H. S., DeNardin, T., & Clow, K. E. (2017). Small service businesses: Advertising attitudes and the use of digital and social media marketing. *Services Marketing Quarterly*, 38(4), 203-212.

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in human behavior*, 61, 47-55.

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.