



UNIVERSITY
OF SKÖVDE

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: 2024-10-30

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, French - 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) 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) Evaluate the ethical responsibilities of social media influencers in marketing campaigns. Based on DJ Khaled's involvement with Centra Tech and alcohol promotions, discuss the balance between influencer autonomy and regulatory oversight. Should influencers like Khaled be held to stricter standards, and if so, how could regulations evolve to ensure transparency and protect consumers? (*Hint: recall the social media superstar case we analyzed in the class*)

10 points

Question # 2

- a) How can digital marketing channels influence the online purchasing behavior of gamers? Which digital marketing channels would be most effective for a small game developer in Skövde, and why? What strategies can be used to address challenges like information overload and negative perceptions to improve the success of digital marketing?
- b) How does the Technology Acceptance Model (TAM) explain online shopping behavior in emerging markets? Discuss the influence of trust, perceived risk, and self-enhancement values on consumer intentions to use online retailers.

15 points

10 points

Question #3

Digital servitization involves the transformation of traditional product-based businesses into service-based models by leveraging digital technologies. This shift is increasingly relevant in many industries today.

- I. Explain what is meant by "digital servitization" in the context of modern business models.
- II. Discuss how digital servitization can impact marketing strategies for companies transitioning from product-based to service-based offerings. Provide two real-world examples to illustrate your points.
- III. Critically analyze the challenges companies face when implementing digital servitization. What marketing considerations should they prioritize to ensure a smooth transition?

25 points



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Question #4

- a) 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

- b) 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.:

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.