



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: 2024-12-02

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)	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



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**Question # 1**

- a) How does positive social electronic word-of-mouth (eWOM) on platforms like Facebook influence brand attitudes and purchase intentions? Discuss the role of social eWOM in shaping consumer behavior and its potential impact on marketing strategies for brands." (Hints: Kudeshia Kumar (2017)

*20 points*

- b) 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?

*10 points*

**Question # 2**

- a) Discuss how digital technologies have transformed international marketing strategies. In your answer, consider both opportunities and challenges that firms may face when implementing these strategies in the global marketplace. (Hints: Katsikeas et al., 2020)

*15 points*

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

*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) Discuss the role of digital transformation in enhancing the resilience of SMEs during the COVID-19 pandemic. Recall the discussions from Ahamed (2024) article, analyze the enablers of digital transformation and explain how they contribute to an organization's ability to withstand external shocks. What challenges do SMEs face in implementing digital transformation, and how can these challenges be mitigated?

**10 points**

- b) 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?

**10 points**

**Ref.:**

- Ahamed, A. (2024). Digital Transformation as a Means of Achieving SME Resilience During COVID-19—A Systematic Review and Future Research Agenda. *Small and Medium-Sized Enterprise (SME) Resilience*, 17-32.
- 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(3), 422-448.
- Katsikeas, C., Leonidou, L., & Zeriti, A. (2020). Revisiting international marketing strategy in a digital era: Opportunities, challenges, and research directions. *International marketing review*, 37(3), 405-424.
- Kudeshia, C., & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 40(3), 310-330.
- 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.