



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: 2025-10-28

Examination time: 14:15 - 18:30

Examination responsible: AFM Jalal Ahamed

Teachers concerned: AFM Jalal Ahamed

Aid at the exam/appendices: **Lexicon, Swedish – English, Dutch – 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) Compare the traditional marketing funnel with Edelman's Consumer Decision Journey (CDJ) model. How does the CDJ better reflect modern digital consumer behavior?

10 points

- b) Using the Information Acceptance Model (IACM), design a digital marketing strategy for a new product that leverages consumer-generated eWOM. Justify your strategy with reference to message credibility, user attitudes, and information needs.

15 points

Question # 2

- a) Discuss how digitalization enables firms to shift from traditional product-based models to customer-centric or value-based models. Use examples from either international or B2B contexts to illustrate your answer.

10 points

- b) Imagine you are a marketing strategist for a mid-sized B2B firm planning to expand into two international markets: Germany and India. Design a brief digital entry strategy that addresses: Market research and entry approach, use of digital tools and platforms, balancing global consistency with local responsiveness. Justify your choices with strategic reasoning based on digital capabilities.

15 points

Question # 3

- a) Describe the four main phases in the evolution of digital marketing in the service industry from the 1990s to the present.

6 points

- b) Discuss how customer roles and expectations have changed across these phases, moving from passive receivers of information to active co-creators of brand experiences.

7 points

- c) Assess how emerging technologies (e.g., AR, blockchain, metaverse) could shape the next phase of service marketing, particularly in relation to customer trust and global competitiveness.

7 points



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Question #4

- a) Identify and explain three major drivers behind the adoption of digital marketing in the service industry.

6 points

- b) Relate these drivers to current digital marketing trends (social media engagement, content marketing, personalization, and multi-channel strategies), showing how they reinforce one another.

7 points

- c) Evaluate the transformative impact of digital servitization on service firms, discussing how ecosystem collaboration and sustainability agendas will influence future digital service models.

7 points

- d) What is digital servitization? How the digital transformation affects the retailing value chain through new sources of value creation?

10 points