



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)  
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) 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**