



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: 2024-12-20

Examination time: 14:15 - 18:30

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

How does the Information Acceptance Model (IACM) explain the influence of electronic word-of-mouth (eWOM) on social media on consumers' purchase intentions? Discuss the role of information quality, credibility, and consumer behavior in shaping purchase decisions.

25 points

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 is digital servitization? Why it is important for a firm to be successful

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.



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- 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.