



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: 2025-12-17

Examination time: 08:15 - 12:30

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) Define electronic word-of-mouth (eWOM) and list two types of eWOM platforms mentioned in the course. **5 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**
- c) Explain three motivations consumers have for engaging in word-of-mouth (WOM) communication. Support your answer with examples. **5 points**

**Question # 2**

- a) Define digitalization in the context of marketing. Briefly mention two ways it has impacted either international or B2B marketing. **5 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**
- c) 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. **5 points**

**Question # 3**

- a) Define digital marketing and outline three ways it addresses the unique characteristics of services such as intangibility, inseparability, variability, and perishability. **9 points**
- b) Explain how customer engagement and trust are interconnected in digital service marketing. Use examples from sectors such as hospitality, banking, or cultural services. **7 points**
- c) Critically evaluate how digital marketing can transform customer perceptions in emerging service industries (e.g., telemedicine or online education), considering both opportunities and ethical risks. **9 points**



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**Question #4**

a) Determine and discuss three key factors accelerating the use of digital marketing within service-based industries. In your own words, clarify the meaning of digital servitization.

***9 points***

b) Connect the drivers you outlined in (question 4-a) to prevailing digital marketing practices, including social media interaction, personalized customer messaging, content-led promotion, and integrated cross-channel marketing. Demonstrate how these approaches complement and amplify each other while further supporting the original drivers.

***9 points***

c) Assess the ways digital servitization is reshaping service firms, and provide a forward-looking critique of how collaborative digital ecosystems and corporate sustainability priorities are likely to redefine future service delivery models.

***7 points***