

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)	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) 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