

721472S Digital Marketing exam III 12.2.2015

For your exam answer use only one concept (4 pages). Limit your answer to less than 1.5 pages when answering to 1 and 2.

1. Explain following concepts (20p)

- 1A. Digital Economy Cube (Lecture)
- 1B. Responsive design (Lecture)
- 1C. Intelligent agents (Lecture)
- 1D. Search engine marketing (Lecture/articles)
- 1E. Digital bond (Article + lecture)

2. What is digital marketing framework and how does it work? (20p)

If student receives 20 points or more from above then answers to below are also evaluated.

3. Explain the empirically grounded mobile CRM framework (Sinisalo et al) (20p).

4. Explain how social media ROI can be evaluated from 8 different social media types? (Hoffman & Fodor) (20p).

5. How business relationships are influenced by IT? (Lectures and articles, Salo + Salo & Wendelin) (20p).