Exam of Digital Marketing – January 2020

We had 2h30 to do the exam. It was more than sufficient.

1) Encounter 2.0 - the four business models are combined. Show it by use of an example of your own.

2) Explain the following picture with an example of your own related to the AI.

3) What is socialization + examples

4) Explain webcarring with an example

5) Explain (i) owned, (ii) paid or (iii) earned media.

6) Personnalisation in SEO – give an example of your own

7) Some argue that AI will replace human works. Show by a example of your own that the human aspect and the AI can work toghether and improve each other