

Exam Digital Marketing Januari 2019

1. What is service encounter 2.0 (give examples) + compare with service encounter 1.0
2. Quote Uber about 'organizing people': explain → use disruptive theory
3. What is socialization + examples → CEB management, information
4. What is webcare + examples
5. 2 graphs about Uncanny Valley theory → say which theory + interpret graphs
6. Data processing → explain difference between Google server (sampling) en Analytics account filters
7. AI and human reinforcement (augmentation) → give examples