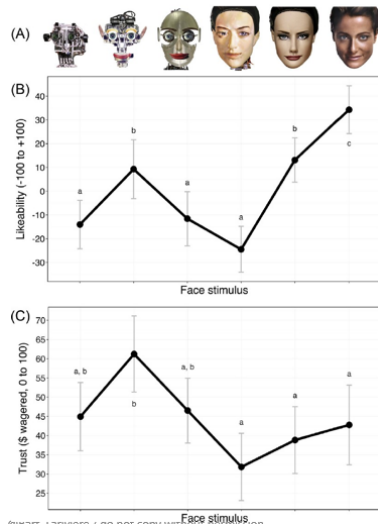


# Examen Digital Marketing Januari 2022

## 1. Two Graphs about service robots.



a. What theory does these graphs relate to? Mention the theory and briefly explain.

Uncanny Valley Theory of Mori. People would react with revulsion to humanlike robots, whose appearance resembled, but did not quite replicate, that of a real human

b. Explain & interpret the graphs

## 2. Explain conversion rate and response rate and give examples

Response rate =  $\frac{\text{\#responded}}{\text{\#targeted}}$

Conversion rate =  $\frac{\text{\#conversions}}{\text{\#responded}}$

## 3. Blockchain technology + link with transformative value creation (example can be from class or from yourself)

## 4. Volvo example smart car with sensors, explain Service Encounter 2.0 and the values (physical capital, human capital, intellectual capital, network capital)

a. What are the 4 business models in service encounter 2.0?

Asset builders, service providers, technology creators, network orchestrators

b. How do they deliver value?

Physical capital, human capital, intellectual capital, network capital

c. Apply to Volvo smart car.

## 5. Give an own example of dynamic creative optimized campaign (a) and link to personalization-privacy paradox (b)

a. Based on location and time of day, Uber gives a notification that the McDonalds is nearby.

b. People like and want personalized treatment but on the other hand, they do not want to share their data.

## 6. Explain economic value + WOW-experience and combine: the needs of customers, pricing and competitive position through your own example

