CAMEROON GENERAL CERTIFICATE OF EDUCATION BOARD

Technical and Vocational Education Examination

 **7070 DIGITAL MARKETING PRACTICE 1**

**JUNE XXXX ADVANCED LEVEL**

|  |  |
| --- | --- |
| **Specialty(Specialty Code)**  |  |
| **Centre No.**  |  |
| **Centre Name** |  |
| **Candidate No.** |  |
| **Candidate Name** |  |

Mobile phones are **NOT** allowed in the examination room

**7070 DIGITAL MARKETING PRACTICE 1: MULTIPLE CHOICE QUESTIONS**

**One and a half hours**

#### INSTRUCTIONS TO CANDIDATES

***Read the following instructions carefully before you start answering the questions in this paper. Make sure you have a soft HB pencil and an eraser for this examination.***

1. USE A SOFT HB PENCIL THROUGHOUT THE EXAMINATION.

2. DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO.

***Before the examination begins:***

3. Check that this question booklet is headed **Advanced Level** –  **7070 DIGITAL MARKETING PRACTICE 1**

4. Insert the information required in the spaces above.

5. Insert the information required in the spaces provided on the answer sheet using your HB pencil:

**Candidate Name, Exam Session, Subject Code, Centre Number and Candidate Number.** Take care that you do not crease or fold the answer sheet or make any marks on it other than those asked for in these instructions.

6. A**nswer ALL questions**

7. Each question has FOUR suggested answers: **A, B, C** and **D**. Decide on which answer is correct. Find the number of the question on the Answer Sheet and draw a horizontal line across the letter to join the square brackets for the answer you have chosen.

For example, if **C** is your correct answer, mark **C** as shown below:

 

8. Mark only one answer for each question. If you mark more than one answer, you will score a zero for that question. If you change your mind about an answer, erase the first mark carefully, then mark your new answer.

9. Avoid spending too much time on any one question. If you find a question difficult, move on to the next question. You can come back to this question later.

10. Do all rough work in this booklet, using, where necessary, the blank spaces in the question booklet.

11. Texts, notes and pre-prepared materials of any kind are also **NOT** allowed in the examination room.

12. At the end of the examination, the invigilator shall collect the answer sheet first and then the question booklet after. DO NOT ATTEMPT TO LEAVE THE EXAMINATION HALL WITH IT.

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XXXX/7070/1/C

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1. An integrated plan on how a company will use social media, e-mail content and search engine to promote goods and services is known as ;

|  |  |
| --- | --- |
| A | Marketing planning |
| B | Online marketing |
| C | Digital marketing strategy |
| D | Search engine marketing. |

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2. Identify a benefit of a digitalized economy to the citizens of the country ;

|  |  |
| --- | --- |
| A | Citizens do not need to work |
| B | More taxes |
| C | Enjoy advanced products |
| D | Low production cost. |

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3. In digital marketing the various ways through which costomers get in contact with a company and its brand can best be termed ;

|  |  |
| --- | --- |
| A | Communication |
| B | Advertising |
| C | Touch points |
| D | Customer engagement. |

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4. The best tool a digital marketer can use to transfer or convert social media followers to website visitors is ;

|  |  |
| --- | --- |
| A | Content |
| B | E-mails |
| C | Advert messages |
| D | Discounts. |

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5. The promotion of products using digital technology is best described as ;

|  |  |
| --- | --- |
| A | Digital marketing |
| B | Online marketing |
| C | Product marketing |
| D | Promotion mix. |

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6. In digital marketing a detailed description of customers characteristics is called ;

|  |  |
| --- | --- |
| A | Customer research |
| B | Customer persona |
| C | Customer analysis |
| D | Market research. |

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7. This is a type of advertising which targets people who have recently interacted with the company and her brands.

|  |  |
| --- | --- |
| A | Information advertising |
| B | Reminder advertising |
| C | Remarketing |
| D | Persuasive advertising. |

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8. In digital marketing, a ‘LEAD » is ?

|  |  |
| --- | --- |
| A | A regular customer |
| B | Someone who has shown interest in the firm’s product |
| C | A one-time-buyer |
| D | Relative non-consumer. |

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9. The process that online buyers go through to become aware of, evaluate and purchase new products can best be described as ;

|  |  |
| --- | --- |
| A | Consumer buying process |
| B | Digital buyer’s journey |
| C | New task buying |
| D | Lead generation. |

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10. A digital publication that can be read through digital devices (such as computers) is referred to as ;

|  |  |
| --- | --- |
| A | E-book |
| B | Mobile book |
| C | Online book |
| D | content |

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11. The stage in the digital buyer journey wherein the prospect arrives at a conclusion as to what to buy, when, where and how much is referred to as ;

|  |  |
| --- | --- |
| A | Decision stage |
| B | Evaluation stage |
| C | Awareness stage |
| D | Consideration stage. |

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12. The following phrases can be used to describe a digital economy. which one is the exception ?

|  |  |
| --- | --- |
| A | Web economy |
| B | New economy |
| C | Multinational economy |
| D | Internet economy |

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13. When ENEO sends advertising messages to clients via SMS, the company is implementing ;

|  |  |
| --- | --- |
| A | Telemarketing |
| B | Online marketing |
| C | Phone marketing |
| D | Digital maketing. |

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14. An economy in which all commercial activities and transactions are facilitated with the help of computer and internet technology is best termed ;

|  |  |
| --- | --- |
| A | Social economy |
| B | Developed economy |
| C | Digital economy |
| D | Developing economy. |

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15. An E-commerce model where James sells his fairly used washing machine to Timmah is described as ;

|  |  |
| --- | --- |
| A | B2B dealing |
| B | B2C dealing |
| C | C2C dealing |
| D | C2B dealing. |

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16. When NESTLE pays Google to display company’s website and content in Google’s search result page, NESTLE is practicing ;

|  |  |
| --- | --- |
| A | Pay-per-click advertising |
| B | Search engine marketing |
| C | Social media marketing |
| D | E-mail marketing. |

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17. Identify a category of offline digital marketing technique from the list below :

|  |  |
| --- | --- |
| A | Content marketing |
| B | Telemarketing |
| C | E-mail marketing |
| D | Social media marketing. |

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18. From the list below select the item which is not an organic method for attracting leads :

|  |  |
| --- | --- |
| A | PPC advert |
| B | Content posting |
| C | Hashtags |
|   |  D Group management  |
|  |  |
|  |  |

19 Select the appropriate e-commerce dealing where GREG, a software developer sells his software to MTN online;

|  |  |
| --- | --- |
| A | B2B e-commerce |
| B | B2C e-commerce |
| C | C2C e-commerce |
| D | C2B e-commerce. |

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20. Select a social media marketing platform from the list of options below :

|  |  |
| --- | --- |
| A | PPC advert |
| B | E-mail  |
| C | Twitter |
| D | SEO |

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21. Identify an online marketing platform which is most targeting:

|  |  |
| --- | --- |
| A | PCC advert |
| B | E-mail marketing |
| C | Twitter |
| D | Facebook. |

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22. The social media channel which most engages followers with the firm is ;

|  |  |
| --- | --- |
| A | Youtube |
| B | E-mail |
| C | Twitter |
| D | Facebook.  |

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23. From the list below, which option is considered a website content ?

|  |  |
| --- | --- |
| A | Infographics |
| B | Blogs |
| C | Social media posts |
| D | Videos |

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24. In the digital marketing ladder of engagement, the stage at which potential customers like, comment and share the company’s content is referred to as ;

|  |  |
| --- | --- |
| A | Observing |
| B | Following |
| C | Advocating |
| D | Visiting. |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

25. The following are features of direct marketing except ;

|  |  |
| --- | --- |
| A | It is interactive |
| B | It is targeted |
| C | It ensures quick response |
| D | It communicates to a large audience at the same time. |

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26. BESSONG referred customers to SAMMAH’s shop and SAMMAH pays BESSONG some money for every purchase made by the referred customer. SAMMAH is practicing ;

|  |  |
| --- | --- |
| A | Pay-per-click advertising |
| B | Affiliate marketing |
| C | E-mail marketing |
| D | Online marketing. |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

27. The stage in the digital marketing ladder of engagement in which a follower is converted to a potential customer is termed :

|  |  |
| --- | --- |
| A | Observing stage |
| B | Engaging stage |
| C | Joining stage |
| D | Following stage. |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

28. AMAZON, an online store sold a blender to Grace online, the e-commerce transaction between the individual consumer and AMAZON the American online store can be described as :

|  |  |
| --- | --- |
| A | B2C e-commerce |
| B | B2B e-commerce |
| C | C2B e-commerce |
| D | C2C e-commerce. |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

29. When videos are used by a firm to promote her products, we describe this digital marketing practice as ;

|  |  |
| --- | --- |
| A | Video marketing |
| B | Content marketing |
| C | Social media maeketing |
| D | Visual marketing. |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

30. In the month of May, DERKE company’s

facebook page recorded 220,500 followers, 142,500 of these followers visited the company’s website, 31,350 of the website visitors bought the company’s product. The website conversion rate is ;

|  |  |
| --- | --- |
| A | 22% |
| B | 65% |
| C | 14% |
| D | 40% |

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31. From the data in 30 above, the facebook website conversion rate is ;

|  |  |
| --- | --- |
| A | 22% |
| B | 65% |
| C | 14% |
| D | 40% |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

32. A website created to sell a company’s products online is known as ;

|  |  |
| --- | --- |
| A | Business website |
| B | E-commerce website |
| C | Archive website |
| D | Blog website. |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

33. The processof executing business transactions with the help of smartphones is described as ;

|  |  |
| --- | --- |
| A | Search engine marketing |
| B | E-commerce |
| C | Mobile marketing |
| D | Tele marketing. |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

34. An example of an online direct marketing technique is ;

|  |  |
| --- | --- |
| A | E-mail marketing |
| B | Content marketing |
| C | Search engine marketing |
| D | PPC advertising |

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35. In digital marketing, the expression

https//www. mtn.org is called :

|  |  |
| --- | --- |
| A | Uniform resources locator |
| B | Webpage |
| C | Internet protocol |
| D | Home page. |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

36. Identify the most popular search engine the business use to advertise their websites and brand ;

|  |  |
| --- | --- |
| A | Internet explorer |
| B | Google |
| C | Facebook |
| D | Safari. |

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37. A form of internet marketing that involves the promotion of website by increasing the website’s visibility on search engine result page is known as ;

|  |  |
| --- | --- |
| A | PPC advertising |
| B | Search engine marketing |
| C | Search engine optimization |
| D | Ecommerce. |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

38. Which element from the list below is not a direct marketing tool ?

|  |  |
| --- | --- |
| A | SMS |
| B | Electronic bill board |
| C | Direct mail |
| D | E-mail. |

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39. An application used to access and view websites is known as ;

|  |  |
| --- | --- |
| A | Web page |
| B | Resource location |
| C | Home page |
| D | Browser. |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

40. When EcoBank sends advertising messages to customers through their phones, EcoBank is practicing ;

|  |  |
| --- | --- |
| A | Digital marketing |
| B | Mobile marketing |
| C | E-marketing |
| D | Online marketing. |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

41. Identify the type of e-mail that is sent to inform customers of current promotions ;

|  |  |
| --- | --- |
| A | Cataloque e-mail |
| B | Newsletter e-mail |
| C | Survey e-mail |
| D | Invitation e-mail |

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42. This is a document that acts as a web resource in the world wide web.

|  |  |
| --- | --- |
| A | Browser |
| B | Hyperlink |
| C | Internet protocol |
| D | Web page. |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

43. A collection of publicly accessible interlinked web pages that share a common domain name is described as ;

|  |  |
| --- | --- |
| A | Browser |
| B | Website |
| C | Intenet protocol |
| D | Web page. |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

44. The uniform resource locator (URL) is considered as ;

|  |  |
| --- | --- |
| A | A web address |
| B | A website |
| C | A browser |
| D | Hyper link |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

45. Identify the most widely used browser for research in the world today ;

|  |  |
| --- | --- |
| A | Safari |
| B | Mizila fire fox |
| C | Bing |
| D | Google chromo |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

46. The use of a wide variety of media to communicate directly with target customers in order to get immediae response is best termed ;

|  |  |
| --- | --- |
| A | Direct marketing |
| B | Personal selling |
| C | Digital marketing |
| D | E-commerce |

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47. A web page that is designed to capture leads and advertise a firm’s products to the leads is best known as ;

|  |  |
| --- | --- |
| A | Launching page |
| B | Browser |
| C | E-mail list |
| D | PPC advert. |
|  |  |

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48. A collection of e-mail addresses composed and used by an organisation to send same marketing materials to multiple recipients is called;

|  |  |
| --- | --- |
| A | Internet users |
| B | Facebook followers |
| C | E-mail list |
| D | Web address. |

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49. A highlighted word or phrase in a web page that a user can click to go to another web page is best called ;

 A Hyperlink

 B Hypertext

 C Protocol

|  |  |
| --- | --- |
| A | Hyper link |
| B | Hyper-text |
| C | Protocol |
| D | URL |

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50. Identify an indicator of a successful social media marketing campaign ;

|  |  |
| --- | --- |
| A | High marketing cost |
| B | High lead conversion rate |
| C | Identification of competition |
| D | Discovery of modern production methods. |

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**STOP**

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**NOW GO BACK AND CHECK YOUR WORK**

D URL