CAMEROON GENERAL CERTIFICATE OF EDUCATION BOARD
Technical and Vocational Education Examination

DIGITAL MARKETING 1
5070

JUNE XXXX   **INTERMEDIATE LEVEL**

Centre No. & Name	
Candidate No.	
Candidate Name	

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

5070 DIGITAL MARKETING 1: MULTIPLE CHOICE QUESTION PAPER

1 hour 30 minutes

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 "**Intermediate Level – 5070 DIGITAL MARKETING 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 erase or fold the answer sheet or make any marks on it other than those asked for in these instructions.

How to answer the questions in this examination:

6.   Answer **ALL** the **50** questions in this Examination. All questions carry equal marks.
7.   Each question has FOUR suggested answers: **A, B, C** and **D**. Decide 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:

$$[A] \quad [B] \quad [\boxminus] \quad [D]$$

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.   **You must not take this booklet and the answer sheet out of the examination room. All question booklets and answer sheets will be collected at the end of the examination.**

_____*Turn Over*

1. Marketing efforts that involves the use of internet is known as :
   A   Online marketing
   B   Offline marketing
   C   Electronic money
   D   Catalogy marketing.

2. Digital marketing is different from trditional marketing in that _____.
   A   Research is slow
   B   Research is normal
   C   Research is fast
   D   Research is better.

3. _____ signifies a growth in digital marketing.
   A   Thousands of computers
   B   Thousands of people online
   C   Thousands of competitors
   D   Thousands of mobile phones.

4. digitalisation in marketing is as a result of _____.
   A   Low technology
   B   High technological advancement
   C   Increase purchasing power
   D   Increase in population.

5. The digital marketing process consist of _____interactive stages.
   A   2
   B   6
   C   4
   D   1

6. A web of thousands of computer network that carries data across the globe is _____.
   A   Internet
   B   Extranet
   C   Intranet
   D   Networking.

7. Indicate the meaning of internet.
   A   Internet working
   B   Inter-connections
   C   Global
   D   International network.

8. Companies go online with their product because there are/is _____.
   A   Many people online
   B   Point technology
   C   Many youths online
   D   A group of people online.

9. _____ is a marketing technique dorminated by dialogue.
   A   Kiosque marketing
   B   Traditional marketing
   C   E-mail marketing
   D   Digital marketing.

_____

10. Online marketing is important to a firm because of ___.
   A   It's ability to sell products
   B   It's ability to go viral
   C   It's ability to be online
   D   It's ability to send e-mail.

11. It is the buying and selling of goods online _____.
   A   M-commerce
   B   C2C-commerce
   C   E-commerce
   D   B2C-commerce.

12. A buying and selling relationship between buyers is known as _____.
   A   B2B
   B   B2C
   C   C2C
   D   B2G

13. _____ commerce sells products directly to retailers online.
   A   B2B
   B   C2C
   C   B2G
   D   B2C.

14. It facilitates purchase of products while on a move __.
   A   E-commerce
   B   M-commerce
   C   C2C commerce
   D   B2C commerce.

15. M-commerce tools include _____.
   A   Trucks
   B   Television
   C   Smart phones
   D   System unit.

16. _____ is a segment of digital marketing.
   A   E-mail marketing
   B   Online marketing
   C   Offline marketing
   D   Traditional marketing.

17. Kiosque marketing involves the use of _____.
   A   permanent shops
   B   Mobile shops
   C   peddlers
   D   temporal booths.

18. _____ is a major setbacks with e-mail marketing.
   A   Spam messages
   B   Many customers
   C   Instant communication
   D   Personal messages.

19. A well designed e-mail should be _____.

A   long
B   complex
C   short
D   balanced.

_____

20.   Identify the e-mail style for building customer relationship _____.
A   Transactional e-mail
B   Retention e-mail
C   Engagement e-mail
D   Lead nurturing e-mail.

_____

21.   One function of e-mail marketing is _____.
A   Provision of static images
B   Prevents to and fro communication
C   Provides fewer messages
D   Provides list of messages.

_____

22.   Select a major tool for e-mail marketing _____.
A   Hunter
B   Inbox
C   Attachment
D   Address.

_____

23.   Give the full meaning of www.
A   Wide world web
B   Wide web world
C   World wide web
D   Web world wide.

_____

24.   _____ characterises a good website.
A   People
B   Content
C   Ideas
D   Language.

_____

25.   Websites can be designed using specific software packages like _____.
A   Access
B   Power point
C   Publisher
D   Wordpress.

_____

26.   _____ contains an overview of company information.
A   Home page
B   Blogs
C   Contact us
D   Testimonials.

_____

27.   Choose one element that enables website maintenance _____.
A   Updating
B   Ranking
C   Downgrading
D   Fixing.

_____

28.   Online consumers access their supplying companies through _____.
A   Web navigator

B   Website
C   Web page
D   Web browser.

_____

29.   List one search facility on a website.
A   Blogs
B   Events
C   Search box
D   Pressroom.

_____

30.   Identify the full meaning of URL ____.
A   Uniform Regional Launch
B   Universal Resource Locator
C   Universal Resources Language
D   Universal Resource Locator.

_____

31.   Choose a structure that helps locate a piece of information online _____.
A   URL
B   HTML
C   HTTP
D   FTP

_____

32.   It works in no time round the web to look for results _____.
A   Search apps
B   Search engines
C   Search boxes
D   Search tabs.

_____

33.   Choose a most dorminant engine interms of revenue, profit and market share ___.
A   Google
B   Ask
C   MSN
D   Yahoo.

_____

34.   Search engine optimisation means _____.
A   Its ability to search
B   Its ability to quickly rank
C   Its ability to access pages
D   Its ability to obtain results.

_____

35.   One importance of search engines in digital marketing is that : _____.
A   It provides clips for user
B   It provides information
C   It provides many products
D   It provides a variety of search results.

_____

36.   A networking system that links computers 500m apart is known as _____.
A   WAN
B   MAN
C   LAN
D   Internet.

_____

37.   _____ helps link documents between web pages.
A   Linked documents

B   Hyper links

C   External links

D   Internal links.

_____

38.   _____ is the full meaning of SEO.

    A   Search engine optimisation

    B   Sight engine optimisation

    C   Site engine optimisation

    D   Site efficiency optimisation.

_____

39.   _____ is an 0nline advertising model.

    A   Online advertising

    B   Search engine marketing

    C   Search engine optimisation

    D   Pop-ups.

_____

40.   Online ads that increases in size when a mouse is rolled on it is _____.

    A   Expanding

    B   Pop unders

    C   Static banner ads

    D   Animated banner ads.

_____

41.   One best means of digital marketing communication is _____.

    A   Transferring buyers to and fro

    B   Transferring files to an fro

    C   Transferring goods to an fro

    D   Transferring money to an fro.

_____

42.   It is an online compensation method _____.

    A   Pop ups

    B   Pay per click

    C   Pop unders

    D   Animated gift.

_____

43.   Offering a lot of helpful and free information facilitates _____.

    A   Online pricing

    B   Online distribution

    C   Online product

    D   Online promotion.

_____

44.   FAQ$_S$ as a component of website means.

    A   First Ask Questions

    B   First Abitrary Questions

    C   Frequently Ask Questions

    D   Facebook Acquired Questions.

_____

45.   A software application made of rows and cloumns to facilitate calculation _____.

    A   Access

    B   Word processing

    C   Data base

    D   Spread sheet.

_____

46.   The size of the Yes/No field in microsoft Access is always _____.

    A   1KB

    B   1Bit

    C   1Byte

    D   1 character.

_____

47.   Customer information can be collected and stored easily with programs -------_____.

    A   Page maker

    B   Excel

    C   Words

    D   Publisher.

_____

48.   _____ contains numerous statistical formulae that facilitates company calculations.

    A   Note pad

    B   Word pad

    C   Access

    D   Excel.

_____

49.   _____ permits ilitrate computer users to create their web sites.

    A   Microsoft word pad

    B   Microsoft access

    C   Microsoft excel

    D   Le sage.

_____

50.   Select an example of a website.

    A   www.cm

    B   www.world wide web

    C   www.or.com

    D   www.samsung.org

_____

STOP

GO BACK AND CHECK YOUR WORK