



JUNE XXXX

INTERMEDIATE LEVEL

Subject Title	DIGITAL MARKETING
Subject Code No.	5070
Paper No.	THREE :

**PRACTICAL PAPER**

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**Duration: 1 hour**

This Practical paper is made up of two sections:

**Section A:** compulsory question

**Section B:** Four questions for the candidate to answer two.

Candidates are supposed to write this paper in a computer lab having printing facilities

**Material needed: writing materials, computer, and printer**

**You are reminded of the necessity for good English and orderly presentation in your answers.**

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## SECTION A: COMPULSORY QUESTION

MONEY PLUS Company is located in Santa Cameroon and specialised in the money transfer in African and Europeans countries appendix 1.

### WORK REQUIRED

- 1.1 Start excel (7 marks)
- 1.2 Reproduce the table in appendix 1 by respecting the formatting (10 marks)
- 1.3 Introduce in cell E3 the following formula: =IF(OR(C3="Gabon",C3="South Africa",C3="Ivory Coast"),D3\*2%),IF(OR(C3="France",C3="Belgium",C3="Germany"),D3\*10%) enabling to calculate the sending fees paid by ABDOU, then calculate the fees paid by the other customers using the copy function. (15 marks)
- 1.4 Introduce in cell F3 the following formula = D3+E3 enabling to calculate the total amount to be paid by ABDOU, then calculate the total amount to be paid by the other customers using the copy function (4 marks)
- 1.5 Apply the conditional formatting in red for the amounts above or equal to 1000 000F (4 marks)
- 1.6 Print the table of calculation of fess and exit excel (4 marks)

**Appendix 1: TABLE OF CALCULATION OF FEES**

	A	B	C	D	E	F
1	<b>TABLE OF DETERMINATION OF SENDING FEES</b>					
2	<b>Customer's name</b>	<b>Sending country</b>	<b>Destination country</b>	<b>Amount sent</b>	<b>Sending fees</b>	<b>Total amount to be paid</b>
3	ABDOU	Cameroon	Gabon	900,000		
4	SHARITA	Cameroon	France	1,500,000		
5	PHILOMENE	Cameroon	South Africa	700,000		
6	HARRIET	Cameroon	Belgium	1,000,000		
7	BENIS	Cameroon	Ivory Coast	200,000		
8	ESTHER	Cameroon	Germany	1,300,000		

**Appendix 2: Sending fees Schedule**

Destination country	Rates of sending
Gabon	2%
France	10%
South Africa	2%
Belgium	10%
Ivory Coast	2%
Germany	10%

**ECTION B: ANSWER ANY TWO QUESTION**

1. As a digital marketer, you have been requested to insert a template on the email to be sent to customers. List the steps you will use to insert his template. **(30 marks)**

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2. A company in which you applied for recruitment as a digital marketer has requested you to List the components of a website. **(30 marks)**

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3. You are involved in the search optimisation of your company, list the steps involve in search engine process. **(30 marks)**

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4. As a newly recruited marketer in Followme enterprise, you have been asked to write an email to customers. List the steps you will use to write this email to customers. **(30 marks)**

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