GENERAL CERTIFICATE OF EDUCATION BOARD
Technical and Vocational Education Examination

DIGITAL MARKETING PRACTICE 1
5070

JUNE 2021   **INTERMEDIATE LEVEL**

Specialty Code	MKTG(ACC)
specialty Name	MARKETING (SALEMANSHIP)
Centre No. & Name	
Candidate Identification No.	
Candidate Name	

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

5070 DIGITAL MARKETING PRACTICE 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 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, and Candidate Identification 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] [B] [C] [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.   At the end of the examination, the invigilator shall collect first the answer sheet and then the question booklet.
   DO NOT ATTEMPT TO LEAVE THE EXAMINATION HALL WITH IT.

_____ *Turn Over*

1. Amongst the following countries, the first digital economy to exist is
   A USA
   B China
   C Japan
   D Cameroon

2. Which of the traditional marketing techniques is YouTube closest to?
   A Print media
   B Television advertising
   C Radio advertising
   D Mail advertising

3. Another name for online marketing is
   A Digital marketing
   B Traditional marketing
   C Interactive marketing
   D Offline marketing

4. A computer program that distributes web pages as requested by the user is known as
   A Web browser
   B Web page
   C Web host
   D Web server

5. The process of transferring files from the internet to your computer is called
   A uploading
   B forwarding
   C downloading
   D File transfer protocol

6. An example of Email marketing tool is
   A Online direct
   B Offline
   C Offline and online
   D Direct

7. Using cost per click, you pay each time
   A A user buys from you
   B A user views your ad
   C A user clicks on your ad
   D A user saves your ad

8. In digital marketing detailed description of the customer characteristics is called
   A Market research
   B Customer research
   C Customer analysis
   D Customer persona

9. A visitor who has shown interest in a firm's product by leaving his contact information is called
   A conversion
   B Lead
   C Follower
   D customer

10. A name used to register a website so as to make it accessible by users is known as
    A Company name
    B Domain name
    C Brand name
    D Web name

11. This refers to a type of content in content marketing strategy.
    A App
    B PDF reader
    C e-book
    D video

12. The key aspect of sending notifications is to
    A Send with information on all new offer
    B Send with high frequency
    C Send highly personalized messages
    D Send push notifications to group of buyers

13. MTN performed commercial transactions over the internet with john. This is an example of
    A M-commerce
    B E-commerce
    C Digital marketing
    D Direct marketing

14. The first digital marketing device is
    A Radio
    B Print media
    C Television
    D Telephone

15. SEO stands for
    A Search engine organisations
    B Search engine optimiser
    C Search engine optimization
    D Search engine option

16. In the digital buyer's journey the stage in which a buyer has knowledge of a product existence online is called
    A Evaluation
    B Trial
    C Awareness
    D Information

17. From search engines, SEO improves Website volume and
    A Meta tags
    B Quality of traffic
    C Quantity of traffic
    D Amount of visitors

18. A type of email that is send to customers to inform them of current promotion is called
    A Invitation email
    B Newsletters email
    C Catalogue email
    D Welcome email

19. HTML is used to create
   A Web server
   B Web pages
   C High level programs
   D Machine language program

20. Which of the following is an example of a search engine?
   A Bowser
   B Google+
   C Ask.com
   D Opera mini

21. A data base of information that is maintained by human editors and list websites by category is known as
   A Search directory
   B Apps
   C Web server
   D Automated voice respond

22. Which of the following is an offline digital marketing technique?
   A Affiliate marketing
   B Email marketing
   C Electronic billboards
   D Content marketing

23. An application use to access and view websites is known as
   A Web server
   B Web browser
   C Explorer
   D Resource locator

24. Identify an indicator of a successful digital marketing campaign
   A Identification of competitors
   B High marketing cost
   C Delivery of modern production methods
   D High lead Conversion rate

25. It is a marketing strategy that involves connecting with customers over telephone calls.
   A Telemarketing
   B Email marketing
   C Mobile marketing
   D Direct marketing

26. The maximum number of characters that are allowed in SMS is
   A 120 characters
   B 140 characters
   C 160 characters
   D 200 characters

27. Website maintenance procedure involves
   A Weekly task
   B Daily task
   C Frequent task
   D Hourly task

28. A phrase, arrow or a highlighted word on a web page enabling users to move from one web page to another is known as
   A Protocol
   B Hyperlink
   C URL
   D Hypertext

29. The digital marketing planning process is made up of
   A 4 main stages
   B 5 main stages
   C 6 main stages
   D 8 main stages

30. The use of online and offline based technology to promote products is called
   A Marketing technology
   B Direct marketing
   C Digital technology
   D Digital marketing

31. In the ladder of engagement, the stage in which people start to visit the web page of a company is called
   A Visiting stage
   B Joining stage
   C Observing stage
   D Engaging stage

32. The most appropriate E-commerce dealing where CDC supply raw material (cocoa) to CHOCOCM Company is known as
   A B2B
   B B2C
   C C2B
   D C2C

33. From the list below, which option is considered a web content?
   A Adobe reader
   B EBook
   C Images
   D PDF reader

34. It is an offline digital marketing technique that displays business materials on a fixed position usually in big cities.
   A SMS
   B Electronic billboards
   C Direct mail
   D e-mail

35. The main pillars of digital marketing are
   A 4
   B 1
   C 3
   D 2

36. It is the most widely used browser in the world today.
    A Mozilla Firefox
    B Safari
    C Google chrome
    D UC browser

37. Different content presented to a human user on search engine based on search query is displayed on a page called
    A Web page
    B Search engine result page
    C Landing page
    D Home page

38. A form of advert displayed on social media platforms and social gaming sites is known as
    A Social media advertising
    B Social web marketing
    C Social media planning
    D Social media

39. Marketing activities carried out on stand-alone booths generally without the management intervention is known as
    A M-marketing
    B E-marketing
    C Kiosk marketing
    D Telemarketing

40. Buying and selling of goods over the internet with the use of handheld devices on the move is called
    A Mobile phone
    B Mobile marketing
    C Mobile shopping
    D Mobile commerce

41. An IP that interconnect between the browser and the server is known as
    A Hypertext transfer planning
    B URL
    C Hypertext transfer potucol
    D Hypertext transfer protocol

42. Creating an email template require many/ much
    A Work
    B Notes
    C Stages
    D Icons

43. It focuses on increasing the amount and quality of traffic to a website.
    A On-page optimization
    B Off-page optimization
    C Search engine results
    D Search engine optimization

44. The central page of a website is known as
    A Home page
    B Landing page
    C Web page
    D Lead page

45. A universal address used in referencing resources and files over the web is
    A HTTPS
    B URL
    C HTML
    D HTTP

46. PPC stands for
    A Pay per customer
    B Pay per consumer
    C Price per click
    D Pay per click

47. A good example of internet protocol is
    A HTML
    B URL
    C HTTP
    D XHTML

48. Which of the following is a form of direct marketing?
    A Paid search advertising
    B Affiliate marketing
    C Catalogue marketing
    D Mobile marketing

49. Identify an example of a search engine from the platforms below.
    A Google+
    B Google
    C Chrome
    D Firefox

50. A private network installed within the organisation to enable collaboration and sharing of resources among workers is called
    A Internet
    B Intranet
    C Extranet
    D WI-FI connection

STOP

GO BACK AND CHECK YOUR WORK