

**CAMEROON GENERAL CERTIFICATE OF EDUCATION BOARD**  
Technical and Vocational Education Examination

**7070 DIGITAL MARKETING PRACTICE 1**

**JUNE 2020**

**ADVANCED LEVEL**

Specialty Name	MARKETING – MKT (ACC)
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. **Answer 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:  
[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. 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.**

*Turn Over*

1. An advertising campaign via TV commercials is described as
- search engine marketing
  - content marketing
  - tele marketing
  - phone marketing
- 
2. A company like MTN sends advertising messages to their customers through the short message service. This is considered as
- online marketing
  - tele marketing
  - digital marketing
  - phone marketing.
- 
3. The process of marketing tangible and intangible products using digital technology is known as
- E-mail marketing
  - online marketing
  - E-commerce
  - digital marketing
- 
4. The digital marketing practice where products or services are commercialised
- postal mail
  - television
  - internet
  - radio
- 
5. The first digital marketing device is
- television
  - e-mail marketing
  - affiliate marketing
  - radio
- 
6. An off line digital marketing platform is
- content marketing
  - facebook
  - electronic billboard
  - e-mail
- 
7. What is the benefit of a digitalized economy to the people of Cameroon?
- more taxes
  - people do not need to work
  - enjoy variety products
  - less competition
- 
8. An economy whose business activities are characterised by the use of ICT and IT, not leaving out computer and internet, facilities is a
- Technological economy
  - Developed economy
  - Social economy
  - Digitalised economy
- 
9. An example of an online digital marketing channel is
- e-mail
  - television
  - electronic bill board
  - postal mail.
- 
10. Where a customer gets in contact with the company's brand is
- communication
  - website
  - touch points
  - sales point
- 
11. A technique for promoting brands and services online by a company is known as
- Internet marketing
  - E-mail marketing
  - Digital marketing
  - TV marketing
- 
12. Digital marketing can be broadly categorised into
- two categories
  - three categories
  - five categories
  - four categories
- 
13. A Marketer pays Google to display their company's product online. This process describes
- Content marketing
  - Pay-per click marketing
  - Television marketing
  - Search engine marketing
- 
14. The main features of an emerging economy in terms of communication is
- More use of computers
  - More jobs
  - Increase in digital economic transactions
  - Availability of variety of products.
- 
15. The most useful tool a digital marketer will use to change social media followers to website visitors is
- Content
  - Adverts
  - Discount
  - E-mails
- 
16. A detailed description of a customer within the context of digital marketing is
- Consumer analysis
  - Consumer research
  - Consumer persona
  - Consumer information
- 
17. A lead in digital marketing is
- someone showing interest in a brand
  - someone who already buys a company's product
  - someone who acts like a brand ambassador for a product
  - someone who has once bought a product
- 
18. An example of an online direct marketing tool is
- Television
  - Email
  - Radio
  - Billboard

19. To promote the enrolment of students in a school, the principal offers a 5,000FCFA as referrals fee. This act is known as
- Personal selling
  - Agent fees
  - Pay-per click advertising
  - Incentive.
- 
20. Advertising and selling of a company's products through the internet using e-mail, social media and other wireless media is
- Online marketing
  - E- marketing
  - Content marketing
  - Digital marketing
- 
21. A digital buyer goes through awareness, consideration and which other stage?
- Evaluation
  - Trial
  - Information
  - Decision.
- 
22. A publication that can be read on a computer by the company's followers to get information is
- Power point presentation
  - E-book
  - Touch point
  - Advertising.
- 
23. Paul and Jones did a commercial transaction over the internet. This is an example of
- Digital marketing
  - E-commerce
  - Direct marketing
  - M-marketing.
- 
24. A meeting organised over the internet is called
- Webinar
  - White paper
  - Video conference
  - Virtual meeting.
- 
25. MTN and Orange carry out their transactions online. This transaction is
- B2C E-commerce
  - C2C E-commerce
  - B2B E-commerce
  - C2B E-commerce
- 
26. ALIBABA - a popular online business centre, sold a smart phone to Mr. Enow. This type of transaction is known as
- B2B E-commerce
  - B2C E-commerce
  - C2C E-commerce
  - C2B E-commerce.
- 
27. Which of these is a technical disadvantage of E-commerce?
- Expensive to manage
  - Buyers prefer physical store
  - Often the product delivered do not match with the products offered
  - Lack of personal touch.
- 
28. The social media platform that is most known for ensuring quick communication is
- Instagram
  - Twitter
  - Facebook
  - Linkedin.
- 
29. A phrase, word or image that you need to click on, that leads you to other pages while searching on the internet is a
- Browser
  - Hyper text
  - Hyperlink
  - Google.
- 
30. A reference to web information that specifies the exact location of information you seek in the internet is
- Homepage
  - Hyperlink
  - Web page
  - Uniform resource locator.
- 
31. The most popular browser in the world today is
- Microsoft internet explorer
  - Google chrome
  - Bing
  - Mozilla Firefox
- 
32. A document that acts as a web resource in the www is called
- Resource locator
  - Web page
  - Internet protocol
  - Home page
- 
33. A central location of web pages that are related and accessible by visiting the home page using a browser is best known as
- World wide web
  - Website
  - Hypertext transfer protocol
  - Uniform resource identifier
- 
34. A commercial transaction carried out through the mobile phone is known as.
- Mobile marketing
  - Electronic marketing
  - Phone marketing
  - Tele marketing

35. The e-mail that informs customers of current promotions and newest offerings is a/an  
 A Newsletter e-mail  
 B Catalogue e-mail  
 C Advert e-mails  
 D Invitation e-mail
- 
36. When videos are used by a firm to promote its products and services, we describe this marketing practice as  
 A Visual marketing  
 B Video marketing  
 C Social marketing  
 D Content marketing
- 
37. The oldest form of digital marketing is  
 A Television marketing  
 B Offline marketing  
 C Radio marketing  
 D Phone marketing
- 
38. A type of marketing used to spread the word about a product by using internet technology is  
 A Online marketing  
 B Search engine marketing  
 C Content marketing  
 D Social media marketing.
- 
39. Which of these is similar to search engine marketing  
 A Affiliate marketing  
 B Pay-per click advertising  
 C E-mail marketing  
 D Search engine optimization.
- 
40. The digital marketing planning process has how many main stages?  
 A 4  
 B 5  
 C 8  
 D 6
- 
41. A means through which a customer gets in contact with a company and her brands is  
 A Touch points  
 B Contact point  
 C Pay-per-click  
 D Connected to internet.
- 
42. This is a bridge that takes people from your e-mail to your website  
 A Search engine optimization  
 B Content marketing  
 C Online marketing  
 D Social marketing
- 
43. An example of content marketing is  
 A Twitters  
 B Hyperlink  
 C Info graphics  
 D Website.
- 
44. What addresses the benefits to a business along with some technical details in the products or services?  
 A Hybrid  
 B Technology  
 C White paper  
 D E-book
- 
45. A seminar conducted over the internet is known as  
 A Visual  
 B Webinar  
 C Video conference  
 D Seminar conference.
- 
46. A direct communication between a seller and an individual customer using a promotion method other than face-to-face selling is  
 A Relationship marketing  
 B Digital marketing  
 C Direct marketing  
 D Personalized marketing
- 
47. The means by which visitors enter your website by entering a keyword in a search engine and clicking on your listing is  
 A Campaign traffic  
 B Referred traffic  
 C Direct traffic  
 D Organic search traffic.
- 
48. An e-mail used by a small business to communicate with customers, informing them of a new product is  
 A Press release e-mails  
 B Invitation e-mails  
 C Catalogue e-mails  
 D Survey e-mails.
- 
49. Where a business rewards other marketers for each follower that the third party brings to buy the company's products is referred to as  
 A Content marketing  
 B Affiliate marketing  
 C Article marketing  
 D Social media marketing
- 
50. The central page of a website is known as a  
 A Browser  
 B Webpage  
 C Hyperlink  
 D Home page.

**GO BACK AND CHECK YOUR WORK**