

GENERAL CERTIFICATE OF EDUCATION BOARD

Technical and Vocational Education Examination

Digital Marketing Practice 1

5070

JUNE 2023

INTERMEDIATE LEVEL

| | |
|------------------------------|-----------------|
| Specialty Name and Acronym | MARKETING – MKT |
| Centre No. | |
| Centre Name | |
| Candidate Identification No. | |
| Candidate Name | |

Mobile phones are NOT allowed in the examination room.

5070 DIGITAL MARKETING PRACTICE 1: MULTIPLE CHOICE QUESTION PAPER

Duration: One Hour Thirty Minutes (1hr 30mins)

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. Digitalisation in marketing is characterised by the introduction of
 - A Intranets.
 - B Network.
 - C Extranet.
 - D Internet.

2. The two main pillars of digital marketing is;
 - A PPC and SEO.
 - B Internet marketing and E- marketing.
 - C SEM and SMM.
 - D Offline and online marketing.

3. The performance of marketing activities through digital technological devices without the use of the internet is referred to as
 - A Offline marketing.
 - B Digital marketing.
 - C E- marketing.
 - D Online marketing..

4. Which of the following is a digital marketing technique
 - A SEO.
 - B Computer.
 - C Internet.
 - D Modem.

5. Another name for a digital economy is
 - A Market economy.
 - B Electronic economy.
 - C Web economy.
 - D Business economy.

6. Most firms go digital so as to
 - A Protect customers.
 - B Increase sales.
 - C Meet other firms.
 - D Watch videos.

7. A marketing technique were businesses get to target audience through print media is referred as
 - A Electronic marketing.
 - B Digital marketing.
 - C Traditional marketing.
 - D Offline marketing.

8. The main feature of traditional marketing is that, it uses
 - A Internet.
 - B Smart phones.
 - C PPC.
 - D Catalogues..

9. A form of marketing that helps a firm go viral is
 - A Traditional marketing.
 - B Content marketing.
 - C SEM.
 - D Digital marketing.

10. A network of inter connected machines round the globe to facilitate online activities is termed.
 - A Extranet.
 - B Internet.
 - C Network.
 - D Intranet.

11. A computer network which permits transactions over long distances is known as
 - A LAN.
 - B WAN.
 - C MAN.
 - D PAN.

12. A software internet device that permits users to convert a telephone internet access to a computer internet access is known as;
 - A Firewall.
 - B Router.
 - C Hub.
 - D Wi-Fi.

13. Firms can now send commercial messages to their target customers online as a result of the
 - A Internet.
 - B Phone.
 - C Computer.
 - D Intranet.

14. Orange network is an example of
 - A URL.
 - B Internet Protocol.
 - C Internet Service Provider.
 - D HTTP.

15. Websites that facilitates the buying and selling of goods and services is known as;
 - A Magazine website.
 - B E-commerce website.
 - C Media website.
 - D Portfolio website.

16. When Noble Beauty Company sells natural hair products to her online customers, this marketing activity is classified under.
 - A B2B.
 - B C2C.
 - C C2B.
 - D B2C.

17. My neighbour usually pays her electricity bills through her phone. This digital transaction is known as
 - A Mobile banking
 - B Mobile ticketing
 - C E-Bills
 - D Payment.

18. Mobile banking is an example of
 A E-commerce.
 B M-commerce.
 C E- marketing.
 D Internet marketing.
-
19. Soliciting customers to buy products through their phone is known as
 A Telemarketing.
 B Mobile marketing.
 C Content marketing.
 D Affiliate marketing.
-
20. A low cost marketing strategy that is applicable in high traffic areas, usually in a stand-alone booth is called
 A Internet marketing.
 B E-mail marketing.
 C Kiosk marketing.
 D Telemarketing.
-
21. An application use to access and view website pages is referred to as
 A Browser.
 B Webpage.
 C Homepage.
 D URL.
-
22. A tool that permits communication between the browser and the server is
 A URL.
 B HTML.
 C DSN.
 D HTTP.
-
23. Alibaba and Jumia carry out their commercial transactions online. They are examples of;
 A Entertainment websites.
 B Social networking.
 C E-commerce websites.
 D Media websites.
-
24. when the content of a website is easily accessible with the use of different devices, the website is said to be
 A Optimized.
 B Functional.
 C Reliable.
 D Relevant.
-
25. A good website should be
 A Presentable.
 B Colourful.
 C Secured.
 D Attractive.
-
26. It is an example of web design that provides a brief overview of what firms offer to customers
 A Search box.
 B About us.
 C Home page.
 D Contact us.
-
27. A digital marketing technique that is used to drive website traffic is
 A Colours.
 B Videos.
 C Image.
 D Valuable content.
-
28. Sending a birthday card to consumers is an example of
 A Advertising.
 B Public relation.
 C Direct marketing.
 D Mass marketing.
-
29. An advantage of direct marketing over other forms of marketing is
 A Differentiated products.
 B Use of intermediaries.
 C Attractive.
 D Cost effective.
-
30. The first step in building a website is to
 A Optimised the content.
 B Define the purpose.
 C Select the platform.
 D Publish the website.
-
31. Most webpages have hyper-links of different types. An importance of a hyperlink on a webpage is
 A Link webpages.
 B Download webpages.
 C Design webpages.
 D Optimize webpages.
-
32. When an email campaign is used to notify customers about new products or to promote existing products, this is referred as;
 A Transactional email
 B Lead nurturing email
 C Email newsletter
 D Confirmation email.
-
33. The convenient place to store contact information for quick retrieval is
 A Address book.
 B Address box.
 C Message box.
 D Email box.
-

34. A type of email message sent by companies to specific customers thanking them for their loyalty is called
- Press release email.
 - Welcome email.
 - Appreciation email.
 - Email newsletter.
-
35. An important component of search engine that helps navigate a web to obtain search result is called
- Ranking.
 - Indexing.
 - Results.
 - Crawler.
-
36. Bing as in www.bing .com is an example of which type of search engine.
- Meta search engine.
 - Crawler based search engine.
 - Directory based search engine.
 - Hybrid based search engine.
-
37. A web -based tool that enable users to locate information on the world wide web is known as
- Search engines.
 - PPC browser.
 - Browser.
 - URL.
-
38. The process of ranking a website content higher on search engines is referred as
- Search engine optimisation
 - Search engine marketing
 - Pay per click
 - Content marketing.
-
39. companies that want their webpage to be ranked at the top of a search result page must have a good
- Search interface.
 - Keyword.
 - Browser.
 - Strategy.
-
40. A cost effective technique of reaching customers online is through
- Social group.
 - Social media.
 - PPC.
 - SEM.
-
41. A social networking site that allows registered users to create profiles, upload photos and keep in touch with friends and family is
- Twitter.
 - Instagram.
 - Facebook.
 - LinkedIn.
-
42. It shows how often a particular keyword is entered into Google search engine
- Google score.
 - Google AdWord.
 - Google trend.
 - Google rank.
-
43. An element that help companies to know the quality of their ads keyword on a landing page is
- Google quality score.
 - Pay per click.
 - Google AdWord.
 - Search engine.
-
44. In search engine marketing, a landing page is also known as
- Strategic page.
 - A static page.
 - A search page.
 - A web page.
-
45. What does CPM stand for in Google AdWords?
- Conversion per thousand click.
 - Conversion per minute.
 - Cost per minute.
 - Cost per thousand mille.
-
46. Which of the following is a strong call to action (CTA) that can increase conversion rates?
- Testimonials.
 - Pop- ups.
 - Subscribe.
 - Quality content.
-
47. When the cost of online advertising is determined by the number of clicks ads received. It is known as
- Interstitials.
 - Pay per click.
 - Cost per advertisement.
 - Cost per acquisition..
-
48. The act of moving from an ordinary website visitor to a buyer is
- Conversion.
 - Conversion rate.
 - CRO.
 - PPC.
-
49. ISP stands for
- Internet source provider.
 - Internet service provider.
 - Internet security provider.
 - Intranet service provide.
-
50. Companies that conduct their business operations only online are known as
- Brick and Click companies.
 - Pure Brick companies.
 - Pure Click companies.
 - Brick and Mortar companies.

STOP

GO BACK AND CHECK YOUR WORK