

5070/1/2025  
DIGITAL MARKETING  
PRACTICE/1/ITVE

## SOUTH WEST REGIONAL MOCK EXAMINATION TECHNICAL AND VOCATIONAL EDUCATION

The Teachers' Resource Unit (TRU) in collaboration with the Subject Teachers' Association (STA)	Subject Code 5070	Paper Number 1
CANDIDATE NAME .....	Specialty: MARKETING	
CANDIDATE NUMBER .....	Subject Title DIGITAL MARKETING PRACTICE	
CENTRE NUMBER .....	DATE SATURDAY 22/03/2025	
INTERMEDIATE LEVEL		

Time Allowed: One hour thirty minutes

### INSTRUCTIONS TO CANDIDATES:

1. USE A SOFT HB PENCIL THROUGHOUT THIS 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, Paper 1".
  4. Insert the information required in the spaces provided above.
  5. Without opening the booklet, pull out the answer sheet carefully from inside the front cover of this booklet. 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. Insert the information required in the spaces provided on the answer sheet using your HB pencil:  
**Candidate Name, Centre Number, Candidate Number, Subject Code Number and Paper Number**
- How to answer questions in this examination:**
7. Answer ALL the 50 questions in this examination. All questions carry equal marks.
  8. For each question there are 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 )
9. Mark only one answer for each question. If you mark more than one answer, you will score zero for that question. If you change your mind about an answer, erase the first mark carefully, and then mark your new answer.
  10. Avoid spending much time on any question. If you find a question difficult, move to the next question. You can come back to this question later.
  11. Do all rough work in this booklet using, where necessary, the blank spaces in the question booklet.
  12. Mobile phones are NOT ALLOWED in the examination room.
  13. You must not take this booklet and answer sheet out of the examination room. All question booklets and answer sheets will be collected at the end of the examination.



1. An online version of direct marketing is known as
  - A. Viral marketing
  - B. Article marketing
  - C. Email marketing
  - D. Newsletter marketing
2. Marketing activities that use digital technologies without the internet is called
  - A. Offline marketing
  - B. Traditional marketing
  - C. Online marketing
  - D. Mobile marketing
3. A technical disadvantage of social media is
  - A. Quick response
  - B. Reduce privacy
  - C. Wider audience
  - D. Network congestion
4. An online sale between two individuals, such as a student selling an E-book to a classmate is classified as
  - A. C2B E-commerce
  - B. B2C E-commerce
  - C. B2B E-commerce
  - D. C2C E-commerce
5. Identify a social signal that is mostly used on a Facebook page.
  - A. Likes
  - B. Purchase
  - C. Subscribes
  - D. Moves
6. Which is an online digital channel?
  - A. Television
  - B. Radio
  - C. Electronic Billboard
  - D. Instagram
7. A type of internet network connecting financial institutions within a town is said to be a
  - A. WAN
  - B. PAN
  - C. LAN
  - D. MAN
8. What is a spam email?
  - A. An email contaminated by a virus
  - B. An email from a friend
  - C. An unwanted email
  - D. A welcome email
9. Give one reason why companies use email marketing.
  - A. For research
  - B. To share stories
  - C. For market competition
  - D. To sell products
10. Email marketing aims at
  - A. Production of products
  - B. Creating brand awareness
  - C. Provide customer support
  - D. Generate leads and sales
11. The most popular search engine used by businesses to advertise their brand is
  - A. Internet explorer
  - B. Google Search
  - C. Facebook
  - D. Safari
12. When online advertising messages are sent to customers through their phones, it is called
  - A. Digital marketing
  - B. Mobile marketing
  - C. E-marketing
  - D. Online marketing
13. What should be clearly stated on an invitation email?
  - A. Favourite products and snacks
  - B. Date, time, location, purpose of the event
  - C. Company's finances
  - D. Customers history
14. A direct marketing tool is
  - A. PPC
  - B. Telemarketing
  - C. SEO
  - D. Online marketing
15. A form of internet marketing that involves the promotion of websites by increasing its visibility on search engine result pages is known as
  - A. PPC advertising
  - B. Search engine marketing
  - C. Search engine optimization
  - D. Ecommerce
16. When videos are used by firms to promote her product we describe this digital marketing practice as;
  - A. Video marketing
  - B. Content marketing
  - C. Social media marketing
  - D. Visual marketing
17. A benefit of e-commerce for businesses is
  - A. Reduced operational cost
  - B. 24/7shopping convenience
  - C. Limited market reach
  - D. No customer support
18. A type of offline digital marketing technique is
  - A. Content marketing
  - B. Telemarketing
  - C. E-mail marketing
  - D. Social media marketing
19. When NESTEL pays Google to Display Company's website and content in Google search result pages, NESTEL is practicing;
  - A. Pay-per-click advertising
  - B. Search engine marketing
  - C. Social media marketing
  - D. E-mail marketing



20. A Uniform Resource locator (URL) is a/an
- A Landing page
  - B Protocol
  - C Homepage
  - D Website address

21. What term is used to describe website visitors who complete a desired action?
- A Completion rate
  - B Bounce rate
  - C Conversion rate
  - D Click-through rate

22. The practice of using web-based channels to spread commercial messages about a company's brand, goods or service to potential customers is known as
- A Digital marketing
  - B E marketing
  - C Online marketing
  - D Social media marketing

23. An electronic billboard is a
- A Digital screen
  - B Radio ad
  - C Television commercial
  - D Printed commercial

24. Another name for a Web spider is a
- A. web crawler
  - B. Search optimizer
  - C. Directory
  - D. Web manager

25. An advertising model in which a company compensates third-party publishers for generating traffic and selling their products is termed
- A Content marketing
  - B Affiliate marketing
  - C Digital marketing
  - D Social media marketing

26. The global wide area network that connects computer systems across the world is called
- A Website
  - B Television
  - C Internet
  - D Radio

27. The buying and selling of goods and services with the use of handheld devices over the internet is known as
- A E-commerce
  - B M-commerce
  - C Digital commerce
  - D T-commerce

28. An example of enhanced offline marketing is
- A Online banners
  - B QR code scanning at a store
  - C Email marketing
  - D Television advertising

29. Identify a social media marketing platform from the options below.
- A PPC advert
  - B E-mail
  - C Twitter
  - D SEO

30. It is a systematic process of increasing the percentage of website visitors who take a desired action.
- A Website traffic lead ratio
  - B Conversion rate
  - C Conversion rate optimization
  - D Cost per lead

31. A common form of traditional marketing is
- A Email marketing
  - B Billboards and posters
  - C SEO
  - D PPC

32. There are many Internet service providers in Cameroon, amongst which is;
- A. Internet Explorer
  - B. CAMEL
  - C. Google Chrome
  - D. Grand Mall

33. The online buying process from awareness to purchase is called
- A Digital buyer's journey
  - B New task buying
  - C Consumer buying process
  - D Lead generation

34. What is Google?
- A Social media platform
  - B Search engine
  - C Website
  - D World Wide Web

35. To research an online information, the researcher must a
- A. Word
  - B. Sentence
  - C. Keyword
  - D. Link

36. Why do websites use SEO?
- A. To locate resources
  - B. To link with search engines
  - C. To reduce website traffic
  - D. To occupy top position on SERP

37. Which platform is ideal for video content;
- A. Facebook
  - B. Twitter
  - C. YouTube
  - D. Whatsapp

38. What is the main purpose of content marketing?
- A. To show videos
  - B. To sell products
  - C. To provide value to customers
  - D. To attract customers



39. It is a digital marketing technique.  
A. E-mail marketing  
B. Online marketing  
C. Offline marketing  
D. Traditional marketing.
- 
40. A common channel use in direct marketing is  
A. Radio  
B. Television  
C. Email  
D. Facebook
- 
41. The amount an advertiser pays each time a user clicks on their search ad is  
A. Cost through rate  
B. Cost per click  
C. Cost per impression  
D. Conversion rate
- 
42. ERP stands for  
A. Enterprise related planning  
B. Enterprise resource planning  
C. Enterprise resource program  
D. Enterprise related program
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43. It refers to the promotion of products using digital channels  
A. Offline marketing  
B. Traditional marketing  
C. E-marketing  
D. Telemarketing
- 
44. Businesses that engaged in E-marketing benefit from  
A. Higher costs  
B. Limited reach  
C. Decreased brand exposure  
D. Increased flexibility
- 
45. A web browser is a  
A. Website  
B. Computer  
C. Software to access the internet  
D. Link to navigate the internet
- 
46. Website domain refers to a  
A. Website design  
B. Website address  
C. Website name  
D. Website type
- 
47. Advertisement that appears on websites, often in the form of banners is called  
A. Display ads  
B. Pop-up ads  
C. Web ads  
D. Native ads
- 
48. Marketing that uses non-digital channels is called  
A. Offline marketing  
B. E-marketing  
C. Traditional marketing  
D. Viral marketing
- 
49. How does the digital economy benefit businesses?  
A. Improve public services and efficiency  
B. Enables research  
C. It increase cost  
D. Improves customer engagement and reach
- 
50. The search bar of a website is use for  
A. Navigation  
B. Contact information  
C. Visual content  
D. Finding specific content
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END.

GO BACK AND CHECK YOUR WOR