

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

**JUNE 2025**

**INTERMEDIATE LEVEL**

Specialty Name and Acronym	<b>MARKETING - SALESMANSHIP – MKTG</b>
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 QUESTIONS**

**Duration: 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 “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 crease 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. The main objective of digital marketing is to
  - A Reach many people online
  - B Interact with target audiences
  - C Use digital channels
  - D Achieve business growth and success

---

2. A marketer who uses the Internet and Online based digital technologies is Practicing
  - A Digital marketing
  - B Online transaction
  - C Direct marketing
  - D Electronic marketing

---

3. Which marketing activity uses media elements like magazines and flyers?
  - A Offline marketing
  - B Digital marketing
  - C Online marketing
  - D Traditional marketing

---

4. An example of offline digital marketing is
  - A Affiliate marketing
  - B Content marketing
  - C Telemarketing
  - D Email marketing

---

5. Which digital marketing technique enables conversations?
  - A SEM
  - B Social media marketing
  - C SEO
  - D Content marketing

---

6. A digitalized economy is one which
  - A Enjoys a variety of products
  - B Meets many people online
  - C Uses advanced technology
  - D Generates more taxes

---

7. Digital transformation is of essence because of
  - A High operational cost
  - B Reduced operational cost
  - C Advanced network
  - D High rate of connection

---

8. Print media marketing is an example of
  - A Digital marketing
  - B Online marketing
  - C Offline marketing
  - D Traditional marketing

---

9. In which year was the www developed?
  - A 1992
  - B 1991
  - C 1996
  - D 1979

---

10. An organization's private network available only for selected users is known as
  - A Internet
  - B Intranet
  - C Net
  - D Extranet

---

11. A network type used for communicating among computers and devices like Telephones within a computer lab is Referred to as
  - A WAN
  - B MAN
  - C PAN
  - D LAN

---

12. One of the following links computers, Printers and other electronic devices to the Network
  - A Network devices
  - B Software devices
  - C Router devices
  - D Hardware devices

---

13. Which network device is used for the transmission of data?
  - A Switches
  - B Routers
  - C Repeater
  - D Access point

---

14. Which stage of the digital buyer's journey is most influenced by social media marketing?
  - A Awareness
  - B Interest
  - C Decision
  - D Retention

---

15. Commercial transactions carried out With the use of computers and tablets best describes
  - A E commerce
  - B M commerce
  - C Marketing
  - D Commerce



16. The process a consumer goes through before purchasing a product online is called
- Customer's service
  - Consumer's journey
  - Buyer's journey
  - Buyer's service
- 
17. When traveling tickets are booked and cancelled using mobile phones, this is known as
- Mobile commerce
  - Mobile marketing
  - Mobile ticketing
  - Mobile business
- 
18. Marketing activities carried out by machines that are kept in shopping malls to spread and generate orders from visiting customers is called
- Digital marketing
  - Kiosk marketing
  - Online marketing
  - Machine marketing
- 
19. The selling of goods and services directly to customers using the telephone is known as
- Telemarketing
  - Mobile marketing
  - Traditional marketing
  - Digital marketing
- 
20. Websites that display images of your projects or arts in their gallery is called
- Portfolio website
  - Arts website
  - Entertainment website
  - Magazine website
- 
21. <https://www.minesec-distancelearning.cm/> is an example of a
- Website
  - Web browser
  - Web address
  - Web page
- 
22. It is used for secured communication over a computer network and on the internet.
- http
  - https
  - Html
  - Htmls
- 
23. Using strategies to improve the performance of your website and drive more traffic in order to increase conversion rate is known as
- SEO
  - SEM
  - Conversion optimization
  - Website optimization
- 
24. One feature of a good website is
- Clear and clean
  - Fresh and quality content
  - Well decorated
  - Fresh and quantity content
- 
25. The process of planning and arranging online content can be referred to as
- Wed design
  - Website building
  - Website maintenance
  - Web updating
- 
26. When NFC bank allows their customers to access account balances through mobile phones, they are involved in
- Banking
  - M-commerce
  - M- banking
  - Mobile marketing
- 
27. Who is the father of direct marketing?
- Philip Kotler
  - Wroe Alderson
  - Lester Wunderman
  - Peter Drucker
- 
28. Which type of marketing relies on knowing the names of the people to whom production information is sent?
- Traditional marketing
  - Offline marketing
  - Kiosk marketing
  - Direct marketing
-



29. The purpose of direct marketing is to get
- The right message to the right customers
  - A generalized message to the market
  - Customers feedback from intermediaries
  - Feedback from suggestion boxes
- 
30. Telemarketing is a sales technique used for
- Kiosk marketing
  - E-commerce
  - Direct marketing
  - M-commerce
- 
31. An online marketing strategy where businesses send promotional messages to people over the internet is known as
- Telemarketing
  - Email marketing
  - Internet marketing
  - SMS marketing
- 
32. A collection of emails received through a website is called
- Email letters
  - Email automation
  - Email marketing
  - Email list
- 
33. When Jenny cake shop sends email newsletters to customers, she is
- Informing and engaging customers with relevant content
  - Creating viral marketing campaign
  - Generating sales and leads
  - Advertising products
- 
34. An example of a web browser is
- Google
  - Edge
  - Bing
  - Yahoo
- 
35. A website that allows interaction between users and the organization is called
- Static website
  - Dynamic website
  - Entertainment website
  - Media website
- 
36. An example of an email marketing tool is;
- Buffer
  - Agora pulse
  - Social pilot
  - Hub spot
- 
37. Google is an example of;
- Human powered
  - Crawler based
  - Hybrid
  - Other special search engines
- 
38. Which computer software is used to search data for specified information?
- Browser
  - Webpage
  - Search engines
  - Search tool
- 
39. Identify a search engine component.
- Database
  - Hybrid
  - Software
  - Internet
- 
40. Which domain is used by business organizations?
- .org
  - .edu
  - .com
  - .net
- 
41. A document that can be displayed on Google chrome is called
- Web browser
  - Web server
  - Web page
  - Website
- 
42. When Bing gathers and prioritizes website content, this is known as
- Crawling
  - Indexing
  - Arranging
  - Sourcing
- 
43. It determines an attractive and relevant content for a target audience.
- Social strategy
  - Planning and publishing
  - Listening and engagement
  - Reporting and analytics
- 
44. When typed in a search bar, it provides a list of search engine results.
- Key content
  - Question
  - Key term
  - Single word
-

45. What are landing pages?
- A Pages used for displaying ads
  - B The home page of a website
  - C Social media platforms
  - D Destination page after clicking a link
- 
46. Which Google feature provides a service that can help its users find the latest topics?
- A Google trend
  - B Google search
  - C Google+
  - D Google AdWord
- 
47. If your web page had 18 sales and 450 visitors last month. What will be your conversion rate?
- A 0.04%
  - B 0.222%
  - C 4%
  - D 18%
- 
48. Conversion rates can be improved by using
- A Social proof
  - B Obsolete web designs
  - C A weak call-to action
  - D Many colours
- 
49. Unrequested window that opens on top of the currently viewed window is called
- A Online advertising
  - B Display ads
  - C Pop ups
  - D Banner ads
- 
50. Which paid advertising model is used in online marketing?
- A Affiliate marketing
  - B Content marketing
  - C PPC
  - D SEO
- 

**STOP**

**GO BACK AND CHECK YOUR WORK**