

Qualification title: Level 2 Technical Award in
Digital Technologies (5220-20)

Test title: Level 2 Digital Technologies - Theory exam (1) - Sample

Base mark: 80

1a	
Which network topology provides the greatest redundancy?	
Test spec reference: 201 – 2.2	Total marks: 1
1b	
What type of network is made up of devices that communicate over very short distances and typically use a Bluetooth device?	
Test spec reference: 201 – 2.2	Total marks: 1
2	
Explain how four different types of digital content can be used to advertise a 2-for-1 offer on both a website and via email.	
Test spec reference: 202 – 2.2	Total marks: 8

3

Briefly explain the function of a CODEC.

Test spec reference: 203 – 2.1

Total marks: 3

4

A company launched a new website three months ago and is now looking to research user opinion on the site.

Explain **four** factors the company needs to consider to ensure the reliability of the primary research data collected.

Test spec reference:
202 – 1.2; 204 – 1.2, 1.3

Total marks: 8

5a

A local council has been asked to identify trends in how students travel to school over the last four years.

Using the data sets presented in Figure 1, Figure 2, Figure 3 and Figure 4,

- interpret **three** trends for years 2013 – 2016 inclusive
- forecast the value for **two** trends for a similar group size in January 2017.

Figure 1: Survey size 500 students conducted in January 2013

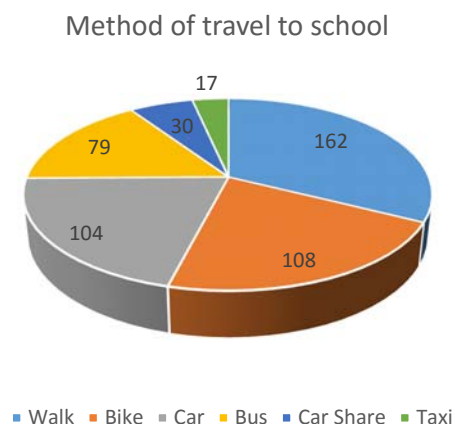


Figure 2: Survey size 500 students conducted in January 2014

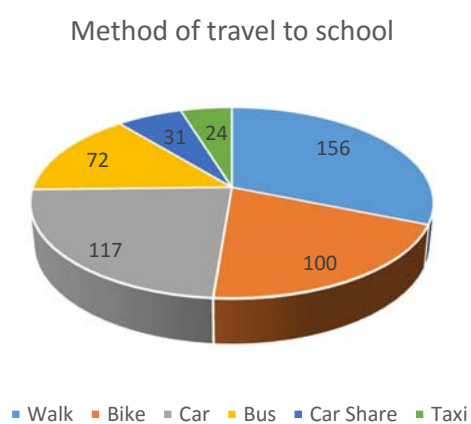


Figure 3: Survey size 500 students conducted in January 2015

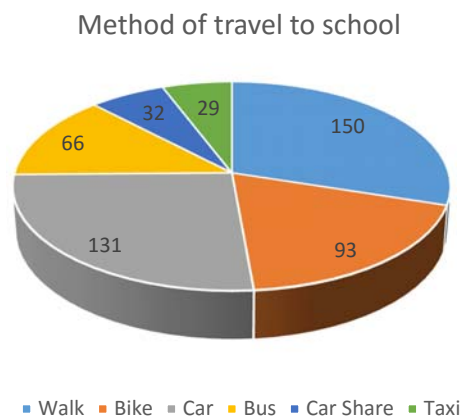
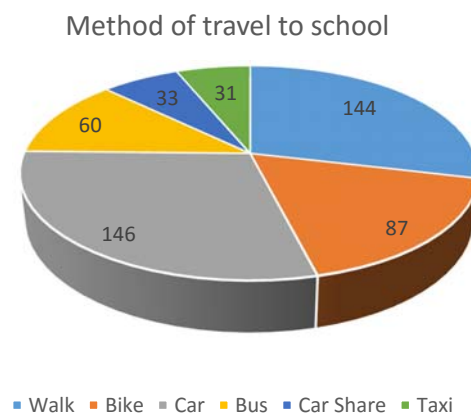


Figure 4: Survey size 500 students conducted in January 2016



<div style="position: relative; height: 500px;"> Sample </div>	
Test spec reference: 203 – 2.2, 2.3	Total marks: 5

5b Describe one other way the data set could be presented to make it more user-friendly.	
Test spec reference: 201 – 2.4, 3.2	Total marks: 2

6

A company plans to archive data from its website from the previous year.

Explain **three** factors to consider before archiving historical data electronically.

Test spec reference:

201 – 2.4, 3.2; 204 – 2.1, 2.3

Total marks: 6

7

State **one** advantage and **one** disadvantage of using a Solid State Drive (SSD).

Test spec reference: 201 – 1.2

Total marks: 2

8a

A travel organisation wants to use this image for billboard advertising.



Explain the advantage of using a vector imaging format to allow this image to be blown up to billboard poster size without losing quality.

Test spec reference: 203 – 1.3; 201 – 1.1

Total marks: 3

8b

Explain **four** factors that should be considered before this image could be used.

Test spec reference: 203 – 1.3; 201 – 1.1

Total marks: 4

9a

A website can include the following types of content.

- Animation
- Podcast

Give **two** considerations that should be taken into account for **each**.

Test spec reference: 203 – 1.1; 2.1; 2.3; 3.1

Total marks: 4

9b

Explain **three** factors to that need to be taken into account when designing web content for mobile devices.

Test spec reference: 203 – 1.1; 2.1; 2.3; 3.1

Total marks: 6

10

You work for a games development company and have been asked to contribute to market research which will support a new computer game that is currently being designed for the 16 – 20 year old age group. The game will be launched for all major platforms and the results of the campaign will be featured on a new area of the company's website.

Discuss how best to conduct the marketing campaign using the website to gain user opinion for the target audience.

Test spec reference: Unit 201, Unit 202, Unit 203, Unit 204

Total marks: 12

11

As part of a schools centenary celebration you have been asked to contact as many former students as possible. You are required to contact former students of all ages. The data is to be stored and used for future communications in both electronic and paper format ensuring that any legislative requirements are followed.

Recommend suitable communication channels and consider the implementation of application software for storing data about the former students contacted and replies received.

Test spec reference: 201, 202, 203

Total marks: 15

End of Assessment