

**Qualification title:** Level 3 Advanced Technical Extended Diploma in Digital Technologies (5220-32)

**Test title:** Level 3 Digital Technologies (Web and Social Media for E-commerce) – Theory exam (2) – Sample paper

**Base mark:** 80

1	State <b>four</b> considerations that can be taken into account when creating an e-commerce website.	
<b>Test spec reference:</b> 330 – 1.2	<b>Total marks:</b> 4	
2	State <b>two</b> back-end maintenance activities that can be required with an e-commerce website.	
<b>Test spec reference:</b> 330 – 1.4	<b>Total marks:</b> 2	

**3**

Explain one legal obligation that must be understood by an e-commerce website manager, for **each** of the following pieces of consumer Legislation.

- Consumer Protection Act.
- Consumer Protection from Unfair Trading Regulations.

**Test spec reference:**  
330 – 2.3

**Total marks:** 4

**4**

Explain how an e-commerce business can use **each** of the following 'marketing mix' strategies through social media channels.

- Promotion.
- Brand awareness.

**Test spec reference:**  
331 – 1.1

**Total marks:** 4

**5**

Explain **two** elements of SMARTER targets when using Social Media in an e-commerce business.

**Test spec reference:**  
331 – 5.2

**Total marks:** 4

**6**

State **two** benefits that can be gained by an e-commerce businesses through using product videos.

**Test spec reference:**  
332 – 1.1

**Total marks:** 2

**7**

Explain **each** of the following image types.

- Raster.
- Vector.

**Test spec reference:**  
332 – 1.2

**Total marks:** 4

**8**

Explain the use of **each** of the following image editing techniques when producing photographs suitable for use on an e-commerce website.

- Cropping.
- Filter.
- Rotation.

**Test spec reference:**  
332 – 2.2

**Total marks:** 6

9

State **two** advantages of using paid digital advertising for an e-commerce business.

**Test spec reference:**  
333 – 1.1

**Total marks:** 4

10

Explain **three** disadvantages when using 'AdWords' for an e-commerce business.

**Test spec reference:**  
333 – 2.2

**Total marks:** 6

11

Explain how **each** of the following types of advertisements can appear to potential customers.

- Floating ads.
- Expanding ads.
- Trick banners.

**Test spec reference:**  
333 – 2.4

**Total marks:** 6

12

Explain **each** of the following elements of a digital advertisement that make up an effective 'Call To Action' (CTA).

- Eye-catching design.
- Actionable verb.

**Test spec reference:**  
333 – 3.2

**Total marks:** 4

**13**

State **four** factors that should be investigated when developing an e-commerce website that can be used on multiple types of devices.

**Test spec reference:**  
334 – 2.1

**Total marks:** 4

**14**

Explain how **each** of the following forms of security can minimise threats to an e-commerce website.

- Protection of administrator account.
- Secure electronic transactions.
- Firewalls.

**Test spec reference:**  
334 – 3.2

**Total marks:** 6

**15**

List **two** 'Entities' used within a relational database.

**Test spec reference:**  
335 – 1.2

**Total marks: 2**

**16**

Explain why a relational database should be tested for referential integrity.

**Test spec reference:**  
335 – 3.4

**Total marks: 2**



You work as a website designer and have been approached by a Timber Supplier that is considering using an e-commerce website for selling their products.

They are particularly interested in the site enabling customers to choose from a list of available delivery time slots, once they have completed their purchases.

You have been asked to produce a proposal for the company directors discussing the technologies and considerations that should be taken into account when creating this e-commerce website.

Sample

**Test spec reference:**

Unit 330, Unit 331, Unit 332, Unit 333, Unit 334,  
Unit 335

**Total marks: 9**

**18**

You work as a consultant developing and managing social media content for a range of clients.

You have been approached by a group of Solicitors who work in the criminal, personal injury and employment areas.

The senior managers would like you to advise how they could use the different forms of Social Media to promote their business; along with the content of a Social Media policy for the employees, when they do so.

Discuss what will need to be considered in your guidance document.

Sample

**Test spec reference:**

Unit 301, Unit 302, Unit 303, Unit 305

**Total marks: 9**

Sample