

9628-12 Level 3 Certificate in the Principles of Online and Offline Marketing (for the Level 3 Digital Marketer Apprenticeship)

9628-312 Principles of Online and Offline Marketing

Sample question paper answer sheet

Pass mark: 24/35 (70%)

| Question | Answer Key | Test specification reference |
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| 1 | D | 1.1 Explore the philosophies of the seven different principles of marketing (7Ps) |
| 2 | B | 1.1 Explore the philosophies of the seven different principles of marketing (7Ps) |
| 3 | C | 2.2 Shared Objectives |
| 4 | A | 2.3 Principal methods and behaviours in influencing others |
| 5 | C | 2.3 Principal methods and behaviours in influencing others |
| 6 | D | 2.3 Principal methods and behaviours in influencing others |
| 7 | C | 3.1 Stages of the customer lifecycle |
| 8 | C | 3.1 Stages of the customer lifecycle |
| 9 | D | 3.1 Stages of the customer lifecycle |
| 10 | A | 3.1 Stages of the customer lifecycle |
| 11 | C | 3.2 Different channels to engage different customers and different market segments |
| 12 | A | 3.2 Different channels to engage different customers and different market segments |
| 13 | B | 4.1 The components of a marketing campaign |
| 14 | D | 4.1 The components of a marketing campaign |
| 15 | D | 4.1 The components of a marketing campaign |
| 16 | D | 4.1 The components of a marketing campaign |
| 17 | A | 4.2 Segmentation of customers to facilitate customer relationship marketing |
| 18 | B | 4.2 Segmentation of customers to facilitate customer relationship marketing |
| 19 | D | 4.3 Types of customer relationship marketing |
| 20 | C | 4.3 Types of customer relationship marketing |
| 21 | C | 4.3 Types of customer relationship marketing |
| 22 | D | 4.3 Types of customer relationship marketing |
| 23 | C | 4.3 Types of customer relationship marketing |

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| 24 | D | 4.3 Types of customer relationship marketing |
| 25 | B | 4.4 Matching audience engagement to appropriate channels and messaging |
| 26 | B | 4.4 Matching audience engagement to appropriate channels and messaging |
| 27 | C | 4.4 Matching audience engagement to appropriate channels and messaging |
| 28 | A | 5.1 The legal, regulatory and ethical requirements related to the business of selling or marketing |
| 29 | B | 5.1 The legal, regulatory and ethical requirements related to the business of selling or marketing |
| 30 | B | 5.1 The legal, regulatory and ethical requirements related to the business of selling or marketing |
| 31 | C | 5.2 Components of a risk management framework |
| 32 | B | 5.2 Components of a risk management framework |
| 33 | B | 5.3 Return on Investment (RoI) and measuring the outcome of a campaign |
| 34 | A | 5.3 Return on Investment (RoI) and measuring the outcome of a campaign |
| 35 | A | 5.3 Return on Investment (RoI) and measuring the outcome of a campaign |