

**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

Duration: 75 minutes


Candidate's name:

Candidate's enrolment number:

Centre name:

Centre number:

Date:

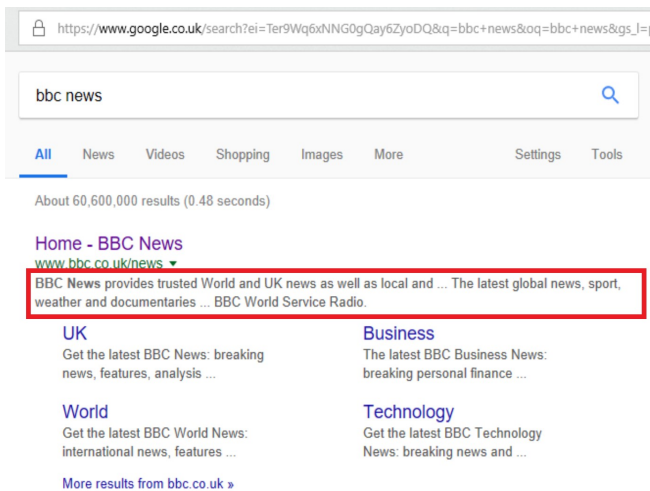
- 1 Which one of the following is from the original marketing mix devised by E. Jerome McCarthy?
- People.
 - Packaging.
 - Positioning.
 - Product.
- 2 Which **two** of the seven Ps are displayed in the image below?
- 
- Price and Positioning.
 - Price and Promotion.
 - Product and Place.
 - Place and Packaging.
- 3 A declaration describing the reason an organisation exists and is used to guide priorities, activities and responsibilities is an example of
- a business plan
 - code of conduct
 - a mission statement
 - crisis management policy.
- 4 According to Belbin's Team Roles model, which one of the following is associated with being overly critical whilst making slow decisions?
- The monitor evaluator.
 - The specialist.
 - The shaper.
 - The completer finisher.
- 5 Which one of the following is **not** part of the nine team roles identified by Belbin?
- The plant.
 - The co-ordinator.
 - The leader.
 - The team worker.
- 6 Which one of the following is a **key** feature of organisational behaviour?
- Team work.
 - Leadership style.
 - Shared goals and objectives.
 - An interdisciplinary approach.
- 7 Which one of the following stages of the customer lifecycle relates to the retention of customers after a sale?
- Desire.
 - Purchase
 - Advocacy.
 - Awareness.
- 8 Which one of the following stages of the customer lifecycle relates to when a potential customer responds to a campaign call to action?
- Advocacy.
 - Awareness.
 - Desire.
 - Loyalty.
- 9 Which stage of the customer lifecycle does an after sales team **best** relate to?
- Advocacy.
 - Awareness.
 - Loyalty.
 - Support.
- 10 Which of the following is **not** recognised as one of the seven stages of a B2B customer lifecycle?
- Engagement.
 - Purchase.
 - Support.
 - Retention.
- 11 Which one of the following marketing methods is an example of the curation, creation and sharing of campaign artefacts?
- Programmatic.
 - Online advertising.
 - Content marketing.
 - Search engine optimisation.

- 12 In marketing, a piece of content on a webpage intended to encourage a visitor to follow an instruction and make a purchase is known as
- a call to action
 - a value proposition
 - relationship marketing
 - targeted selling.
- 13 Which one of the following types of analysis is used by marketers to evaluate a rival brand?
- SWOT.
 - Competitor.
 - PEST.
 - Brand.
- 14 Identifying prospects based upon criteria such as their demographics, early adopters and geographics is known as
- PEST analysis
 - content marketing
 - value proposition
 - customer segmentation.
- 15 Which one of the following is a marketing approach intended to make a company or product attractive to customers?
- Customer segmentation.
 - Targeted selling.
 - Programmatic.
 - Brand association.
- 16 Which one of the following would detail how a company product solves customer problems, delivers specific benefits, and why the customer should buy from that company and not the competition?
- Mission statement.
 - Business plan.
 - Stakeholder strategy.
 - Value proposition.
- 17 Information showing the times customers are searching and purchasing products online is an example of which one of the following data types?
- Behavioural.
 - Demographic.
 - Psychographic.
 - Geographic.
- 18 When a buyer takes the initiative for searching out a supplier that is able to fulfil the buyer's needs, this is known as
- cross selling
 - reverse segmentation
 - programmatics
 - customer segmentation.
- 19 Which one of the following defines when a business offers a different product to an existing loyal consumer?
- Soft selling.
 - Proactive marketing.
 - Differentiated marketing.
 - Cross selling.
- 20 Marketing activities which take place because of unforeseen or unplanned for competition is known as
- direct marketing
 - targeted marketing
 - reactive marketing
 - guerrilla marketing.
- 21 Marketing activities involving large crowds, and use unconventional and inexpensive techniques with a surprise element, is known as
- partnership marketing
 - reactive marketing.
 - guerrilla marketing
 - relationship marketing.
- 22 Which one of the following makes it unlawful to transmit an automated message without prior consent of the subscriber?
- Consumer Rights Act.
 - The Data Protection Bill.
 - Consumer Contracts Regulations.
 - Privacy and Electronic Communications Regulations.

- 23 What is the **maximum** administrative fine if a business is found to have made a serious breach of the General Data Protection Regulations (GDPR)?
- Up to €1 million, or 4% annual global turnover.
 - Up to €10 million, or 4% annual global turnover.
 - Up to €20 million, or 4% annual global turnover.
 - Unlimited.

- 24 Which one of the following is an alternative definition for segmented marketing?
- Guerrilla marketing.
 - Proactive marketing.
 - Reactive marketing.
 - Target marketing.

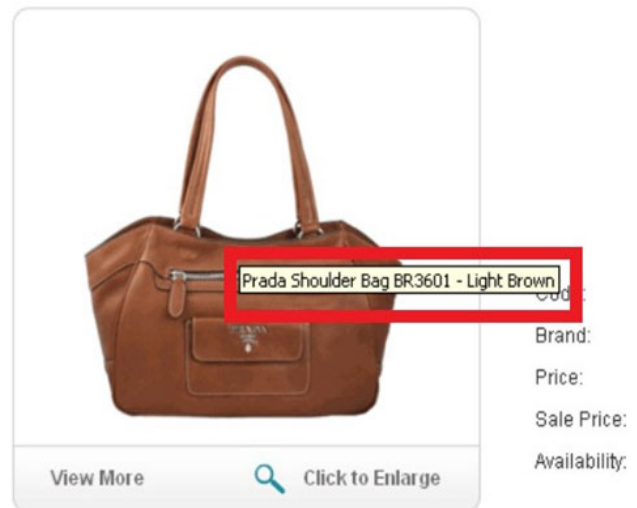
- 25 What does the highlighted section represent on the below image of a search result outcome page?



- Title tag.
- Meta description.
- Alt tag.
- Page description.

- 26 Which one of the following **best** describes a thought leader?
- Runs a successful business and is respected by their subordinates.
 - Is recognised as an authority in a specialised field and whose expertise is highly valued.
 - Regularly speaks at large public events and at trade shows.
 - Is among the first to explore or establish a business in a new field or area.

- 27 What does the highlighted accessibility function represent in the below image?



- A meta tag.
- A magnifier tool.
- An alt tag.
- A title tag.

- 28 Which one of the following regulatory bodies has 'legal, decent, honest and truthful' as its core values?

- Advertising Standards Authority.
- Charity Commission.
- Financial Standards Authority.
- Care Quality Commission.

- 29 Which one of the following ensures that failure to provide the required information, or provide it in a specific way, could result in cancellation rights being extended?

- Unsolicited Goods Act.
- Consumer Contracts Regulations.
- Trade Descriptions Act.
- Advertising Standards Authority Advertising Codes.

- 30 Which one of the following is a core principle of the Data Protection Bill 2017?

- Increasing the scope of the Information Commissioner's Office (ICO).
- Updating the data protection laws to be fit for purpose for the digital age.
- Increasing the penalties which the Information Commissioner's Office (ICO) can hand out.
- Aligning the data protection laws to European Union (EU) digital data regulations.

- 31 Which one of the following is the definition of a business contingency plan?
- A plan that outlines the marketing efforts involved in accomplishing specific marketing objectives within a set time.
 - A plan which facilitates effective communication to ensure overall safety to stakeholders in the event of a catastrophic incident.
 - A plan devised for an outcome other than in the usual expected plan which is often used for risk management.
 - A plan for identifying and developing potential future leaders, as well as individuals to fill other business-critical positions.

- 32 Which one of the following is a formal summary of the aims of an organisation?
- Brand values.
 - Mission statement.
 - Vision and values.
 - Corporate code of practice.

- 33 Which one of the following is the stage at the **bottom** of a traditional marketing and sales funnel?
- Evaluation.
 - Purchase.
 - Consideration.
 - Intent.

- 34 Which one of the following is a definition of user experience (UX)?
- All aspects of a consumer's interaction with a company.
 - When a consumer publishes a positive online review of a service.
 - The point at which a consumer is rewarded for a repeat purchase.
 - When a consumer progresses from one stage of the consumer life cycle to the next.

- 35 Which one of the following describes the percentage of consumers who purchase in response to direct marketing?
- Conversion rate.
 - Bounce rate.
 - Buying rate.
 - Click-through rate.

NOW GO BACK AND CHECK YOUR WORK

- **IMPORTANT -**
Are the details at the top of the answer sheet correct?

