

**9628-13 Level 3 Certificate in Digital Marketing Business Principles  
(for the Level 3 Digital Marketer Apprenticeship)  
9628-313 Digital Marketing Business Principles**

Sample question paper

Duration: 60 minutes

Candidate's name:

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Candidate's enrolment number:

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Centre name:

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Centre number:

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Date:

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- 1 Which one of the following is **not** a key consideration in the development of a mobile app?
- Wearable technology.
  - Improved search engine ranking.
  - High quality user experience.
  - Real-time data analysis.
- 2 Which one of the following is a key factor to improving the search ranking of a website?
- High quality external, third party links.
  - The success rate of a PPC campaign.
  - How often a weblink is shared on social media.
  - The number of clicks in an email campaign.
- 3 Which one of the following types of digital media would be **best** to provide step-by-step, practical commentary of a product, service or function?
- Blog.
  - Video.
  - Social Media.
  - Email.
- 4 Which one of the following is **most** likely to be the responsibility of an SEO Executive?
- Produce supporting images.
  - Proof read website copy.
  - Create posting schedules.
  - Conduct competitor analysis.
- 5 Which one of the following is **most** likely to be the cause of a hard bounce in an email marketing campaign?
- Recipient email inbox is full.
  - Recipient email server is down or offline.
  - Recipient email address does not exist.
  - Message was too large for the recipient's inbox.
- 6 The calculation used to work out the ratio between the total number of visits and the total number of visits related to a specific campaign, is known as the
- conversion rate
  - attribution rate
  - open rate
  - clickthrough rate.
- 7 Which **two** of the following tools are **most** likely to be helpful to a Content Creator?
- RSS Feed.
  - Keyword planner.
  - Canva.
  - Aggregator.
  - Live chat.
- 1 and 2.
  - 2 and 3.
  - 3 and 4.
  - 4 and 5.
- 8 A brand that produces fizzy beverages creates a range of vending machines that invite customers to hug them, tying into the brand's core emotion of happiness. Which one of the following types of marketing strategies is this an example of?
- Ambush marketing.
  - Offline marketing.
  - Transactional marketing.
  - Affinity marketing.
- 9 Which one of the following methods could be used to help attract a blog post to an audience that uses quick, targeted, short term messages to stimulate attention?
- Post the blog update via an RSS feed.
  - Share the blog image with a weblink on Pinterest.
  - Email the latest blog post to a segmented audience.
  - Share the post as a presentation on Slideshare.

- 10 Which one of the following types of transfer protocols is commonly used to send and receive data between mail clients and servers?
- FTP
  - HTTP
  - SMTP
  - AFTP
- 11 Which one of the following tools is **best** used to create a social media content schedule?
- Klout.
  - HootSuite.
  - SquareSpace.
  - StoryBlocks.
- 12 The process of using real-time advertising to target a specific customer, or search a demographic, is known as
- email marketing
  - affiliate marketing
  - content marketing
  - programmatic marketing.
- 13 The Quality Score is a metric used to determine which one of the following?
- The cost per customer value during a particular campaign.
  - The length of time visitors are spending on a particular web page.
  - The Pay-Per-Click cost according to a website's page ranking.
  - The number of visitors who converted to sales.
- 14 Which **two** main factors are **most** likely to influence the Quality Score of an ad?
- User experience.
  - Number of keywords used.
  - The budget set for running an ad.
  - Keyword relevance.
  - Number of competitors.
- 1 and 4.
  - 1 and 2.
  - 2 and 3.
  - 4 and 5.
- 15 Which **two** of the following are features of a well-optimised PPC landing page?
- Social sharing icons
  - Lead capture form.
  - An image.
  - Customer testimonials.
  - Clear call-to-action.
- 1 and 3.
  - 1 and 4.
  - 2 and 5.
  - 3 and 5.
- 16 What is the **maximum** number of emails allowed with a free MailChimp account?
- 1,000.
  - 2,000.
  - 5,000.
  - 10,000.
- 17 A poorly constructed email campaign is likely to have the **biggest** consequence on which one of the following results?
- Open rate.
  - Click-through rate.
  - Subscribers.
  - Bounce rate.
- 18 The process used for calculating the costs associated with persuading consumers to purchase a company's goods or services, is known as
- competitor analysis
  - audience behaviour
  - buyer acquisition
  - audience demographics.
- 19 Which one of the following describes the type of organisational hierarchy of a large organisation with employees collaborating on numerous projects at any one time?
- Horizontal.
  - Divisional.
  - Functional.
  - Matrix.

- 20 An individual considered creative, good at solving problems but may lack effective communication skills, is **most** likely to fit into which one of the following types of team roles?
- Implementer.
  - Shaper.
  - Plant.
  - Specialist.
- 21 Which one of the following professions is **most** likely to be attributed to an individual who demonstrates qualities typical of a social learning style?
- Politician.
  - Athlete.
  - Security.
  - Designer.
- 22 The **first** step a brand should take in understanding audience perception is to review, establish and follow which one of the following organisational guidelines?
- Crisis Management Policy.
  - Business Contingency Plan.
  - Reputation Management Policy.
  - Competitor Analysis.
- 23 A customer who is not a follower, tweets a brand about a problem they encountered with a particular service. Which one of the following actions offers the **most** appropriate way of resolving the problem?
- Invite the customer to send a Direct Message so the matter can be investigated discreetly.
  - Forward the post as a complaint directly to a line manager to resolve.
  - Reply openly offering the customer a discount or promotion as a way of apology.
  - Provide the customer with an email address to send a complaint to.
- 24 Which one of the following methods is the **least** effective way for a social media executive to build brand loyalty?
- Listening to customers.
  - Engaging with customers.
  - Prospecting customers.
  - Collecting feedback from customers.
- 25 The hashtag #MondayMotivation can be considered which one of the common types of hashtags?
- Brand.
  - Product.
  - Lifestyle.
  - Event.
- 26 Which one of the following is **not** a form of website security?
- SSL certificates.
  - CAPTCHA forms.
  - IP Anonymization.
  - Yoast WordPress Plugin.
- 27 Which one of the following has a developer **most** likely used to display nearby restaurants in Google Maps within their own app?
- GUI
  - API
  - UX
  - WYSIWYG
- 28 Under General Data Protection Regulations, how long does a data handler have before notifying data controllers of a possible data breach?
- 72 hours.
  - 96 hours.
  - 5 days.
  - 7 days.
- 29 For organisations in breach of General Data Protection Regulations, what is the **maximum** fine that can be imposed for the most serious infringements?
- 2% of annual global turnover.
  - 4% of annual global turnover or €20 Million (whichever is greater).
  - €14 per infringement.
  - £20 Million.

- 30 A hidden text field embedded into a webform, used to stop spambots from infiltrating a website, is commonly known as
- a. blacklist
  - b. stickiness
  - c. snippet
  - d. honeypot.

**NOW GO BACK AND CHECK YOUR WORK**

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

