BCS Level 3 Certificate in Digital Marketing Business Principles
Answer Key and Rationale – QAN 603/0764/X

Question	Answer	Explanation / Rationale	Syllabus Sections
1	A	A password is generally considered stronger if it features a mixture of ALL (rather than some) of the following (if permitted): - upper-case letters - lower-case letters - symbols - numbers The other options would generally create weaker passwords than the example given	7.4
2	B	The data protection principles are: • Lawfulness, fairness and transparency • Purpose limitation • Data minimisation • Accuracy • Storage limitation • Integrity and confidentiality (security) Whilst data subjects have the right to access their information under the Data Protection Act 2018 this must be done through a subject access request.	6.5
3	C	Benchmarking is 'evaluating processes or performance against competitors', as defined in section 5.2 of the Syllabus	2.1
4	B	Companies **can** post on some social networks without paying a fee. Social Media Marketing **is not** always the most cost-effective form of Digital Marketing. All social networks **do** not offer the same advertising functionality for businesses. As stated in the LO 'different channels and functionality require different levels of resourcing'.	2.1
5	D	A perceived weakness of social media platforms (for their users) is that their owners have authority over which features are used / supported over time and can add / remove / modify them as they see fit.	2.3
6	B	Reputation and signs, symbols and words used to identify and distinguish an organisation from others are part of the definition of brand in the Syllabus.	4.4

Question	Answer	Explanation / Rationale	Syllabus Sections
7	C	Anti-virus software mitigates the risk from the threat of viruses. The rest are all types of threats.	6.2
8	B	SEO is an iterative process. The effectiveness of different tactics varies over time. The effectiveness of different tactics varies between different search engines.	3.3
9	B	As per the BCS syllabus, only the key is relevant. Training of staff to understand security measures is an important aspect of an organisation's security policy for printing confidential documents.	7.2
10	C	Option C is the only true statement of the four listed. Hashtags can be used by their original creator to help categorise content	4.3
11	B	Hashtags can be used outside of social networks. Digital marketing campaigns do not always include an official hashtag. Hashtags can, on plenty of occasions, contain upper-case letters.	4.3
12	B	B is true and is a relevant reason as stated in the Syllabus. A and C are just statements about the nature of some data and are not reasons why information security and its management is important for a digital services organisation.	6.1
13	D	All of the options listed can be features of posts to some social networks	1.1
14	B	URL shorteners shorten the length of a URL while still retaining the function of linking to the destination of the full-length URL. The other options don't achieve the aim as described in the question.	1.1
15	C	Different roles in digital marketing teams can have overlapping responsibilities, as described in the Syllabus. Digital marketing teams are often comprised of more than 10 people, there is no limit. Community Manager is an example of a role in some digital marketing teams.	3.1
16	A	A is the only statement that is true, as per the BCS syllabus. Not all content requires permission to be reproduced, neither does it never require permission to be reproduced. Answer B is incorrect because it contradicts answer A.	4.2
17	C	As per the BCS syllabus, answer C is logical. There is no clear link between staff being provided with mobile devices for work purposes and answers A. B, and D	5.1
18	B	Answer B is logical and listed in the syllabus. Information security policies cannot override the Data Protection Act. Answers C and D are illogical in almost any circumstances.	6.3

Question	Answer	Explanation / Rationale	Syllabus Sections
19	D	All of the options listed are commonly part of processes to manage information security incidents, as outlined in the Syllabus	7.3
20	C	Defragmentation pertains to improving the performance of storage media, usually a hard disc drive, and is not a reason why you would create a new piece of content for a website.	1.2