

BCS Level 3 Certificate in Digital Marketing Business Principles

QAN 603/0764/X

Specimen Paper A

Record your surname/last/family name and initials on the Answer Sheet.

Specimen paper only 20 multiple-choice questions – 1 mark awarded to each question. Mark only one answer to each question.
There are no trick questions.

A number of possible answers are given for each question, indicated by either **A. B. C. or D.** Your answers should be clearly indicated on the Answer Sheet.

Pass mark is 13/20.

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This qualification is regulated by Ofqual (in England).

1 A customer of an online supermarket creates the following password for their account:

zDf317E4

What **SHOULD** be replaced to improve the strength of this password?

- A A lower-case letter with a symbol.
- B All lower-case letters with upper-case letters.
- C The entire password with a keyboard sequence.
- D The whole password with a dictionary word.

2 Which of the following is **NOT** a **KEY** data protection principle?

- A Data minimisation.
- B Freely available.
- C Integrity and confidentiality.
- D Purpose limitation.

3 What is the process defined as 'evaluating processes or performance against competitors'?

- A URL Testing.
- B Bookmarking.
- C Benchmarking.
- D Conversion Tracking.

4 Which of the following statements about social media marketing are TRUE?

- a) All social networks offer the exact same advertising functionality for businesses.
- b) Social media marketing is always the most cost-effective form of digital marketing.
- c) Companies can post on some social networks without paying a fee.

- A b only.
- B c only.
- C a and c only.
- D a, b and c.

5 Which of the following statements is TRUE about the features of social networks?

- A Once it's added, it can never be removed by the owner.
- B Once it's added, it will never be altered by the owner.
- C Once it becomes popular, it will remain unchanged by the owner.
- D Once it becomes popular, it can still be removed by the owner.

6 A company decides to alter the signs, symbols and words it's currently using to identify and distinguish it from others. What area is the company altering?

- A Resourcing.
- B Branding.
- C Accounting.
- D Software.

7 Which of the following are sources of threat to information security?

- a) Social engineering.
- b) Anti-virus software.
- c) Poor encryption.
- d) Third party entry.

- A a and c only.
- B b, c and d only.
- C a, c and d only
- D a and d only.

8 Which of the following statements about SEO tactics is TRUE?

- A Once an SEO tactic becomes effective, it will always remain equally effective.
- B The effectiveness of SEO tactics varies over time.
- C An effective SEO tactic for one search engine will be equally effective for any other search engine.
- D To be effective, an SEO tactic needs to change on a weekly basis.

9 Which of the following areas **SHOULD** be considered in an organisation's security policy for printing confidential documents?

- A Brand of printer.
- B Training of staff.
- C Length of documents.
- D Font size in documents.

- 10** Which of the following statements about individual hashtags is TRUE?
- A** Can never be used twice by their original creator.
 - B** Will always be used for the intentions of their original creator.
 - C** May sometimes be used by their original creator to categorise content.
 - D** Can only ever be used with the approval of their original creator.
- 11** Which of the following statements about hashtags is TRUE?
- A** Hashtags cannot contain upper-case letters.
 - B** Hashtags can be used outside of social networks.
 - C** Digital marketing campaigns always include an official hashtag.
 - D** Hashtags can contain images.
- 12** Which of the following statements is a reason why information security and its management are important for a digital services organisation?
- A** Data can be structured and unstructured.
 - B** There are regulatory and legal requirements for data protection.
 - C** Qualitative and quantitative data are analysed in different ways.
 - D** Data can deteriorate over time.
- 13** Which of the following can be included in posts to Facebook, Instagram and Twitter?
- a) Polls.
 - b) Hashtags.
 - c) URLs.
 - d) Emojis.
- A** a and c only.
 - B** a and b only.
 - C** b, c and d only.
 - D** a, b, c and d.

14 A digital marketer is composing a post for Twitter. The digital marketer's aim is to include a link in the main text of their post, as well as a description of the link. The link they need to include currently uses up the entire character limit.

Which of the following tools would help the digital marketer achieve their aim?

- A** Thesaurus.
- B** URL shortener.
- C** Scanner.
- D** Spellchecker.

15 Which of the following statements about digital marketing teams are TRUE?

- a) Different roles in digital marketing teams can have overlapping responsibilities.
- b) Digital marketing teams are never comprised of more than 10 people.
- c) Community manager is an example of a role in some digital marketing teams.

- A** b and c only.
- B** a and b only.
- C** a and c only.
- D** a, b and c.

16 Which of the following statements about different styles of content communication is TRUE?

- A** Norms and manners can vary when communicating across different technologies.
- B** The difference between technologies has no effect on norms and manners in content communication.
- C** All content on the internet can be legally reproduced without the creator's permission.
- D** All content on the internet legally requires the creator's permission before it can be reproduced.

17 Which of the following is a potential consequence of businesses allowing a staff member to post work related posts from their personal Facebook account?

- A** A decrease in the amount of communication with clients.
- B** More time spent by staff on desktop computers.
- C** Blurred boundaries between working life and personal life.
- D** A weakening of staff's communication skills.

- 18** Which of the following is a common purpose of an organisation's information security policy?
- A** To override any principles of the Data Protection Act.
 - B** To help reduce risks to an acceptable level.
 - C** To dispute the existence of risks to information security.
 - D** To support a decrease in the use of computers to store any information.
- 19** Which of the following are commonly part of the process of identifying and escalating potential security incidents in a timely manner?
- a) A list of key contacts from relevant business areas.
 - b) Contact details for law enforcement.
 - c) Contact details for affected clients.
 - d) A list of the current costs incurred.
- A** a and b only.
 - B** c and d only.
 - C** b, c and d only.
 - D** a, b and c only.
- 20** Which of the following is **NOT TYPICALLY** a reason to create a new piece of content for a website?
- A** To keep the website's information up to date.
 - B** To improve the website's SEO.
 - C** To defragment the website.
 - D** To attract an audience to the website.

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