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.
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.

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.

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.

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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