



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 A UK company purchases data about their customers, stores it for several years, then sells the data within the UK. This data includes each customer's age. The company does **NOT** allow any data to change once they have purchased it.

Why would the company in this example be considered to be violating a principle of the Data Protection Act?

- A The data will become out of date.
- B The data becomes more financially valuable.
- C The data becomes more personal.
- D The data becomes less financially valuable.

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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