

BCS Level 3 Certificate in Marketing Principles  
Answer Key and Rationale – QAN 603/0763/8

Question	Answer	Explanation / Rationale	Syllabus Sections
1	A	Without researching and profiling the audience leading to segmentation, it is very difficult to accurately align the other components of digital marketing strategies to the audience. The other options describe activities that are more likely to support the segmentation once identified, allowing for the fact that they could assist in the segmentation improvement process.	6.1
2	B	This is the key purpose of reviewing a brief.	6.3
3	A	Atmospheric is not a factor.	4.4
4	D	It is easier to sell additional products to an existing satisfied customer.	2.2
5	B	Without identifying potential customers all other strategies are unknown.	2.3
6	C	Product extension is most likely to occur in the Maturity stage of the Product Life Cycle.	1.3
7	B	Click-through rate (CTR) is the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement. It is commonly used to measure the success of an online marketing campaign.	7.4
8	C	The Customer lifecycle includes: Reach, Acquisition, Conversion, Retention, Loyalty.	5.1
9	A	This is the definition of the Promotion component.	1.1
10	B	Relationship marketing is a facet of Customer Relationship Management (CRM) that focuses on customer loyalty and long-term customer engagement rather than shorter-term goals like customer acquisition and individual sales.	2.1
11	D	This is the correct definition of real time data	7.1
12	C	It is increasingly important that information gained from digital and social media marketing is shared across different functions of the business, not only to improve the effectiveness of digital marketing itself, but also to improve the effectiveness of each function.	6.5
13	A	This is the definition of the Place component of the digital marketing mix.	1.1

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14	C	Knowing the target audience and communicating with them in a way that is likely to engage with them is very important. The channel being used will also likely affect the communication style (short vs long, informal vs formal, individualised or not). The type of product or service will also very likely affect the communication tone whereas the geographic segment is less likely to since there is likely to be a cross-section of target audience across all geographic segments.	4.3
15	B	The main function of the copywriter is to create written content for the brand. Having dedicated copywriters ensures the brand tone of voice is widely consistent across all digital mediums.	3.1
16	C	Target audience is not a channel for acquisition, but to whom the acquisition process is aimed at.	4.1
17	C	It is the responsibility of the social media manager to plan content and delivery and use tools such as Hootsuite to manage multiple social media channels.	3.1
18	C	Reach is finding potential customers; Acquisition is bringing them into the influence of the organisation; Retention is keeping customers and trying to sell more to them. Conversion is the process of getting a potential customer to make a purchase and become an actual customer.	5.1
19	B	Encouraging external parties to publish brand references is actually a positive impact on brand, and although care needs to be taken with the type of excessive interaction online with customers, it is generally accepted that this activity is used to positively impact on brand. Failing to monitor online digital conversations is not good practice, since it is important in helping to understand what people are saying about a brand in order to be able to improve it. However, the monitoring itself is not directly impacting on brand reputation (just not taking account of what is being said), whereas the more general point of not satisfying customers and stakeholders in whatever way will definitely have a direct impact on brand.	7.5
20	D	A clearance campaign with product links is directly focused on sales, whereas the others are all valid digital marketing tactics that are more indirectly linked to sales, including related financials, rather than incremental sales.	7.3