

# BCS Level 3 Certificate in Marketing Principles

## QAN 603/0763/8

### 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.

**Copying of this paper is expressly forbidden without the direct approval of BCS, The Chartered Institute for IT.**

**This qualification is regulated by Ofqual (in England).**

- 1 Which of the following activities **BEST** helps to align different audiences to different digital marketing strategies and tactics?
- A Segmentation of customers.
  - B Social media listening.
  - C Customer communications strategy.
  - D Development of content.
- 2 What is the **MOST** important reason to review the client brief when work has been completed?
- A To agree the key deliverables and milestones.
  - B To ensure that all client requirements have been met.
  - C To ensure all work has been logged.
  - D To review the development wireframe.
- 3 Which of the following are market segmentation strategies?
- a) Geographic.
  - b) Demographic.
  - c) Atmospheric.
  - d) Psychographic.
- A a, b and d only.
  - B a, b and c only.
  - C a, c and d only.
  - D b, c and d only.
- 4 What is the **KEY** benefit of relationship marketing?
- A Provides focus for generating new business.
  - B Less management needed for existing customers.
  - C Makes it easier to manage customers.
  - D Provides opportunities for cross-selling.

- 5 When creating a digital marketing campaign which of the following is **MOST** important to identify?
- A Market competition.
  - B Target audience.
  - C Sales channels.
  - D Marketing channels.
- 6 A company decides to initiate a 'product extension'. In which stage of the product lifecycle is this **MOST LIKELY** to occur?
- A Growth.
  - B Launch.
  - C Maturity.
  - D Decline.
- 7 Which of the following is the **CORRECT** definition of click-through rate?
- A The ratio of users who visit a webpage to the total number of users who buy online.
  - B The ratio of users who click on a specific link to the total number of users who view a page.
  - C The ratio of users who click on a specific link to the total number of pages on a website.
  - D The ratio of visitors to a website who came through from social media.
- 8 Which of the following is **NOT** an aspect of the customer lifecycle?
- A Conversion.
  - B Acquisition.
  - C Research.
  - D Reach.

- 9 Which of the following **BEST** defines the Promotion component of the digital marketing mix?
- A Techniques to raise awareness of products and services.
  - B Types of advertising channels used in a campaign.
  - C The value proposition added to products and services.
  - D Types of product or service discounts offered online.
- 10 Relationship marketing concentrates on which of the following?
- A Acquisition of customers.
  - B Building customer loyalty.
  - C Individual sales.
  - D Sales through partners.
- 11 Which of the following is the **CORRECT** definition of real-time data?
- A The process of analysing data gathered from all sources.
  - B Information that is based on social media listening.
  - C Information that is gathered from customers using mobile devices.
  - D Information that is delivered immediately after collection.
- 12 Which of the following **BEST** describes why it is important for different functions of a business to share digital marketing data?
- A Each function has its own activities requiring its own data.
  - B Only certain functions will have digital marketing skills.
  - C Digital and social media marketing effectiveness is optimised.
  - D Digital marketing specialists do not understand other business functions.
- 13 Which of the following **BEST** defines the Place component of the digital marketing mix?
- A The channels selected to advertise your products and services.
  - B The physical locations where a business is located.
  - C The physical locations of the target audience.
  - D The page on a website where a customer is directed to.

- 14 Which of the following is likely **NOT** to influence in the communication style adopted in digital marketing?
- A Target audience.
  - B Product or service.
  - C Geographic segment.
  - D Channel used.
- 15 What is a copywriter responsible for?
- A Creating all types of online content.
  - B Creating written content in the voice of the brand.
  - C Managing the wider team in all things creative.
  - D Managing the results of a campaign.
- 16 Which of the following could **NOT** be described as a channel for client acquisition?
- A Website.
  - B Email.
  - C Target audience.
  - D Social media.
- 17 If all the staff listed below were part of the same digital marketing team, who is the **MOST LIKELY** to be responsible for the planning of content and delivery using tools like Hootsuite?
- A Marketing manager.
  - B Content manager.
  - C Social media manager.
  - D Web developer.

- 18 'A website visitor becoming a paid customer' describes which phase of the customer lifecycle?
- A Reach.
  - B Acquisition.
  - C Conversion.
  - D Retention.
- 19 Which of the following is **MOST LIKELY** to negatively impact a company's reputation?
- A Failing to monitor online digital conversations adequately.
  - B Failing to meet stakeholder and customer expectations.
  - C Encouraging external parties to publish brand references.
  - D Constant interaction with customers on social media.
- 20 Which of the following social media promotions is **MOST LIKELY** to lead to direct incremental sales for a shoe manufacturer?
- A A quiz to establish prospective buyers preferred styles and colours.
  - B A video showing the shoe manufacturing process.
  - C A brand awareness campaign featuring sustainable materials.
  - D A clearance campaign including deep product links.

**-End of Paper-**