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 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.