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**Pearson BTEC
Level 3
Certificate**

Centre Number

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**Sample assessment material for first assessment
January 2019**

Time: 45 minutes

Paper Reference **XXXXX/XX**

Digital Marketing Business Principles

You do not need any other materials.

Total Marks

THE LIVE VERSION OF THIS PAPER WILL CONTAIN A TOTAL OF 30 QUESTIONS

THE SAMPLE ASSESSMENT MATERIALS WILL CONTAIN A TOTAL OF 15 QUESTIONS

Turn over ►

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Answer ALL questions.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

- 1 Which of these is a digital marketing channel associated with influencer marketing? (1)

Select **one** option.

- A Social media
- B Web metric
- C Sponsored adverts
- D Triggered emails

- 2 Which of these is an activity that should be performed when creating new content for a website. (1)

Select one option.

- A Consider success of platforms
- B Determine access devices used
- C Identify different time zones
- D Investigate security flaws

- 3 Which of these is a benefit of using paid search marketing? (1)

Select one option.

- A Enhanced customer profiling
- B Competitive pricing strategy
- C Greater market reach
- D Improved channel selection

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4 An organisation wants to track customers purchase histories without using more staff resources.

Which of these types of Customer Relationship Management system should they use?

(1)

Select **one** option.

- A** Analytical
- B** Digital survey
- C** Operational
- D** Social media

5 A social media platform charges an organisation every time a user follows a link from the platform to the organisation's website.

What drawback might this have for the organisation?

(1)

Select **one** option.

- A** Increased fixed costs
- B** Increased subscription costs
- C** Increased outsourcing costs
- D** Increased variable costs

6 Which of these is a primary digital data technique?

(1)

Select **one** option.

- A** Focus groups
- B** Industry reports
- C** Phishing emails
- D** Meta tags



7 Market research has shown that people wanting to travel internationally are now searching for 'flights' instead of 'airline tickets' online.

How can a digital marketing team use this information?

(1)

Select **one** option.

- A To select the appropriate platform
- B To select the correct keywords
- C To understand cultural expectations
- D To understand customer loyalty

8 An organisation used a variety of different types of content on its website including audio, video, text and graphics.

Why is this important?

(1)

Select **one** option.

- A It helps with search engine optimisation
- B It ensures content is optimised for the device used
- C It helps to customise content
- D It ensures copyright is protected

9 Which of these is a purpose of a hash tag?

(1)

Select **one** option.

- A Automating communication
- B Public posting
- C Group emailing
- D Filtering content

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10 An organisation wants to use a social media platform to improve the speed with which they deal with customer enquiries.

Which of these is an important consideration for the organisation?

(1)

Select **one** option.

- A** The differences between public and private posts
- B** To be consistent with core values and message
- C** Using manual or automated communication
- D** To use internal or external communications

11 An organisation has gained more customers after changing its product displays from image based to video on social media.

How would a competitor use this information?

(1)

Select **one** option.

- A** To know which platforms are successful
- B** To compare pricing strategy
- C** To improve customer data collection
- D** To ensure appropriate content is used

12 Which of these is a feature of an information security policy?

(1)

Select **one** option.

- A** Access protocols
- B** Digital etiquette
- C** Rich content
- D** Brand awareness



13 Which of these is a technical threat to an organisation?

(1)

Select **one** option.

- A Breach of copyright
- B Fraudulent activities
- C Misuse of software
- D Poor password management

14 Which of these is a principle of Intellectual Property (IP)

(1)

Select one option.

- A Covers tangible material
- B Data lawfully processed
- C Competitor access to data
- D Protection of innovations

15 An employee of an organisation is working from home on a social media marketing campaign.

How would an information security policy impact on their way of working?

(1)

Select one option.

- A Physical access to technology protocols
- B Limitation on remote access to data
- C Checking content for confidentiality
- D Integrating with other digital channels

TOTAL FOR QUESTION PAPER = 15 MARKS

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Digital Marketing Business Principles marking scheme

Question Number	Answer	Mark
1	A Social media	(1)

Question Number	Answer	Mark
2	B Determine access devices used	(1)

Question Number	Answer	Mark
3	C Greater market reach	(1)

Question Number	Answer	Mark
4	C Operational	(1)

Question Number	Answer	Mark
5	D Increased variable costs	(1)

Question Number	Answer	Mark
6	A Focus groups	(1)

Question Number	Answer	Mark
7	B To select the correct keywords	(1)

Question Number	Answer	Mark
8	A It helps with search engine optimisation	(1)

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Question Number	Answer	Mark
9	D Filtering content	(1)

Question Number	Answer	Mark
10	C Using manual or automated communication	(1)

Question Number	Answer	Mark
11	A To know which platforms are successful	(1)

Question Number	Answer	Mark
12	A Access protocols	(1)

Question Number	Answer	Mark
13	C Misuse of software	(1)

Question Number	Answer	Mark
14	D Protection of innovations	(1)

Question Number	Answer	Mark
15	B Limitation on remote access to data	(1)

