

## 9628-13 Level 3 Certificate in Digital Marketing Business Principles (for the Level 3 Digital Marketer Apprenticeship)

9628-313 Digital Marketing Business Principles

Sample question paper answer sheet

Pass mark: 21/30 (70%)

Question	Answer Key	Test specification reference
1	B	1.1 Understand the principles of specialist areas and characteristics of digital marketing and social media platforms
2	A	1.1 Understand the principles of specialist areas and characteristics of digital marketing and social media platforms
3	B	1.1 Understand the principles of specialist areas and characteristics of digital marketing and social media platforms
4	A	1.1 Understand the principles of specialist areas and characteristics of digital marketing and social media platforms
5	C	1.1 Understand the principles of specialist areas and characteristics of digital marketing and social media platforms
6	B	1.1 Understand the principles of specialist areas and characteristics of digital marketing and social media platforms
7	B	1.1 Understand the principles of the following specialist areas and characteristics of digital marketing and social media platforms
8	B	1.1 Understand the principles of specialist areas and characteristics of digital marketing and social media platforms
9	A	1.2 Content creation
10	C	1.2 Content creation
11	B	1.2 Content creation

12	D	1.2 Content creation
13	C	1.3 Understand how and why to create a Pay-Per-Click (PPC) campaign
14	A	1.3 Understand how and why to create a Pay-Per-Click (PPC) campaign
15	C	1.3 Understand how and why to create a Pay-Per-Click (PPC) campaign
16	B	1.4 Summarise the positives and negatives of all platforms including the strengths and limitations of digital and social media
17	B	1.4 Summarise the positives and negatives of all platforms including the strengths and limitations of digital and social media
18	D	1.5 Understand how audience and competition influence digital platforms in the working environment
19	D	2.1 Explain how digital marketing teams work in conjunction with other business functions
20	C	2.1 Explain how digital marketing teams work in conjunction with other business functions
21	A	2.2 Know how to keep up with the latest industry developments and changes as part of professional development
22	C	3.1 Understand “the rules” of social media /3.2 Understand how to communicate effectively using digital channels
23	A	3.3 Have an awareness of how building relationships through conversation can assist the sales process
24	C	3.4 Understand the importance of branding and its impact
25	C	3.5 Understand how to use hash tags in social media content
26	D	4.1 Recognise threats to digital information
27	B	4.1 Recognise threats to digital information
28	A	4.2 Explain the scope of the legal requirements in digital marketing
29	B	4.2 Explain the scope of the legal requirements in digital marketing
30	D	4.3 Understand the key features, importance and impact of organisational security policies

		and procedures
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