

GHANA-INDIA KOFI ANNAN CENTRE OF EXCELLENCE IN ICT
Advanced Information Technology Institute
ICDL Examination- **Digital Marketing**
Time: 45mins

NAME:

ANSWER ALL QUESTIONS

1. Digital Marketing can be described as the set of _____ and _____ used for promotion of brands, products and services over a range of _____ channels.

2. Which one of the following is a digital marketing technique used to improve website traffic and visibility in search engine results pages through paid and unpaid options?

- a. Display advertising.
- b. Search engine marketing.
- c. E-mail marketing.
- d. Analytics.

3. List three business goals you might want to achieve using digital marketing:

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4. List three advantages of using digital marketing over traditional marketing techniques.

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5. Which three of the following are possible limitations of digital marketing?

- a. It may be seen as clutter and ignored.
- b. It is more expensive than traditional marketing.
- c. It requires considerable time and resources to manage.

d. It is only useful if your customers are online.

6. List three considerations in relation to the legal and regulatory obligations when using digital marketing in your country.

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