



Data Specialist final test

Module 1: Digital Marketing

1. Complete the definition of e-commerce by ticking the relevant boxes (tick all correct answers).

- a) electronic commerce refers to commercial transactions;
- b) that are conducted electronically;
- c) and includes the buying;
- d) and includes the buying and selling;
- e) of digital goods.
- f) of digital goods and services.
- g) of goods and services including digital goods and services.

2. There are different possibilities to conduct e-commerce and to create value online. Please indicate the appropriate e-commerce mode for the examples below (tick all correct answers).

	Business-to-Customer (B2C)	Customer-to-Customer (C2C)	Customer-to-Business (C2B)
Private book-reselling			
Classified ads service			
Online market places			
Online shops			
Review portals			
Customer photography competition			

3. What does ROI stand for (tick all correct answers)?

- a) Return on Investment = (Gain from Investment - Cost of Investment)/Cost of Investment;
- b) Return on Investment = Cost of Investment/Gain from Investment;
- c) Return on Investment = Gain from Investment - Cost of Investment.

4. Please indicate which feature from the list below belongs to digital marketing and which one belongs to traditional marketing (tick all correct answers).

	Traditional Marketing	Digital Marketing



	Traditional Marketing	Digital Marketing
Aiming at improvement of the organization's business performance		
Mutual interaction between customer and business		
Customer orientation		
Using well-established communication channels with broad impact		
Sponateous and quick communication		
Strategic thinking		
Improve the online reputation		

5. The list indicates several marketing objectives. Choose appropriate marketing tactics by ticking boxes (tick all correct answers).

	Display/Banner Advertising	Email Marketing	Search Engine Advertising	Brand ambassadors / customer reviews	Brand ambassadors / customer reviews	Website and online shop
Authentic product promotion						
Increase online visibility						
Targeted customer communication						
Increase online visibility beyond the traditional target market						

Module 2: Technical Basics

1. AARRR stands for Acquisition, Activation, Retention, Referral and Revenues. What are the key questions behind these terms (tick all correct answers)?

	Acquisition	Activation	Retention	Referral	Revenues
Who is using your website? How many users are visiting?					
Are users sharing their experience?					
Are users visiting your website repeatedly?					



Acquisition Activation Retention Referral Revenues

What are users doing on your website? what is their experience?

How much revenue is generated?

2. What is actionable data used for (tick all correct answers)?

- d) personalization of advertisements and recommendations;
- e) collection of more data;
- f) recovering lost customers;
- g) optimising the sales and returns rate.

3. How does e-Commerce benefit from Big Data (tick all correct answers)?

- a) optimisation of pricing;
- b) optimisation of marketing;
- c) optimisation of product portfolio;
- d) optimisation of sales.

4. What are the most common programming languages for DBMS?

- a) SQL and ODBC;
- b) English and Russian;
- c) JAVA and C++.

Module 3: Risk Management for Data Specialists

1. What are the biggest risks in Data Management (tick all correct answers)?

- a) data loss;
- b) data inconsistency;
- c) data silos;
- d) loss of business.

2. How can data inconsistency be prevented?

- a) each department of the organisation needs its own secure database management system;
- b) implementation of one standard database management system within the organisation;
- c) avoid collection of too much data.

3. What are criteria for good data quality (tick all correct answers)?

- a) safe and inaccessible storage;
- b) accuracy;



- c) coherence;
- d) accessibility.

4. The crisis management process includes several steps. Please bring the following in the right order by indicating which step is first, second, etc. (tick all correct answers).

	First step	Second step	Third step	Fourth step	Fifth step	Sixth step
Notifications and assignments						
Verify and assess crisis						
Communication and management						
Assess the communication crisis level						
Develop and provide messages						
Monitor and provide feedback						

Module 4: Problem Management for Data Specialists

1. What does it mean that Problem Management is proactive?

- a) problems are identified and solved before the occurrence of incidents;
- b) problems are identified and solved after the occurrence of incidents;
- c) problems are provoked to test the efficiency of the organisation's problem management.

2. Privacy and Data Protection - select true and false sentences (tick all correct answers).

	True	False
Best marketing results are reached when the targeted audience has expressed consent to be reached by marketing (opt-in)		
The collection of data works best without knowledge of the target audience		
Data collection can only be effective if the targeted audience cannot unsubscribe (opt-out)		

3. Select if the following statements belong to the "Dos" or "Don'ts" (tick all correct answers).

	Do	Don't
Transfer data outside the European Economic Area		
Avoid using already ticked boxes for permission forms		
Ask for permission to use customer data		



Do Don't

Sell databases

Module 5: Technical Development and Adaptation

1. What is web analytics used for?

- a) get detailed information about the traffic on your website;
- b) get to know the reasons why users visited your website;
- c) get to know the customer's opinion about your products.

2. Organic search traffic comes from:

- a) people clicking on display advertisements on other websites and web portals;
- b) organic search listings: people searching for certain products visited your website without clicking on any advertisement;
- c) social media sites like Facebook, Instagram or other.

3. What is the bounce rate?

- a) it refers to the number of visitors who visited the website and left it without any further action;
- b) it refers to the number of returning visitors;
- c) it refers to the number of visitors who visited the website and left it leaving negative feedback after some incident.