

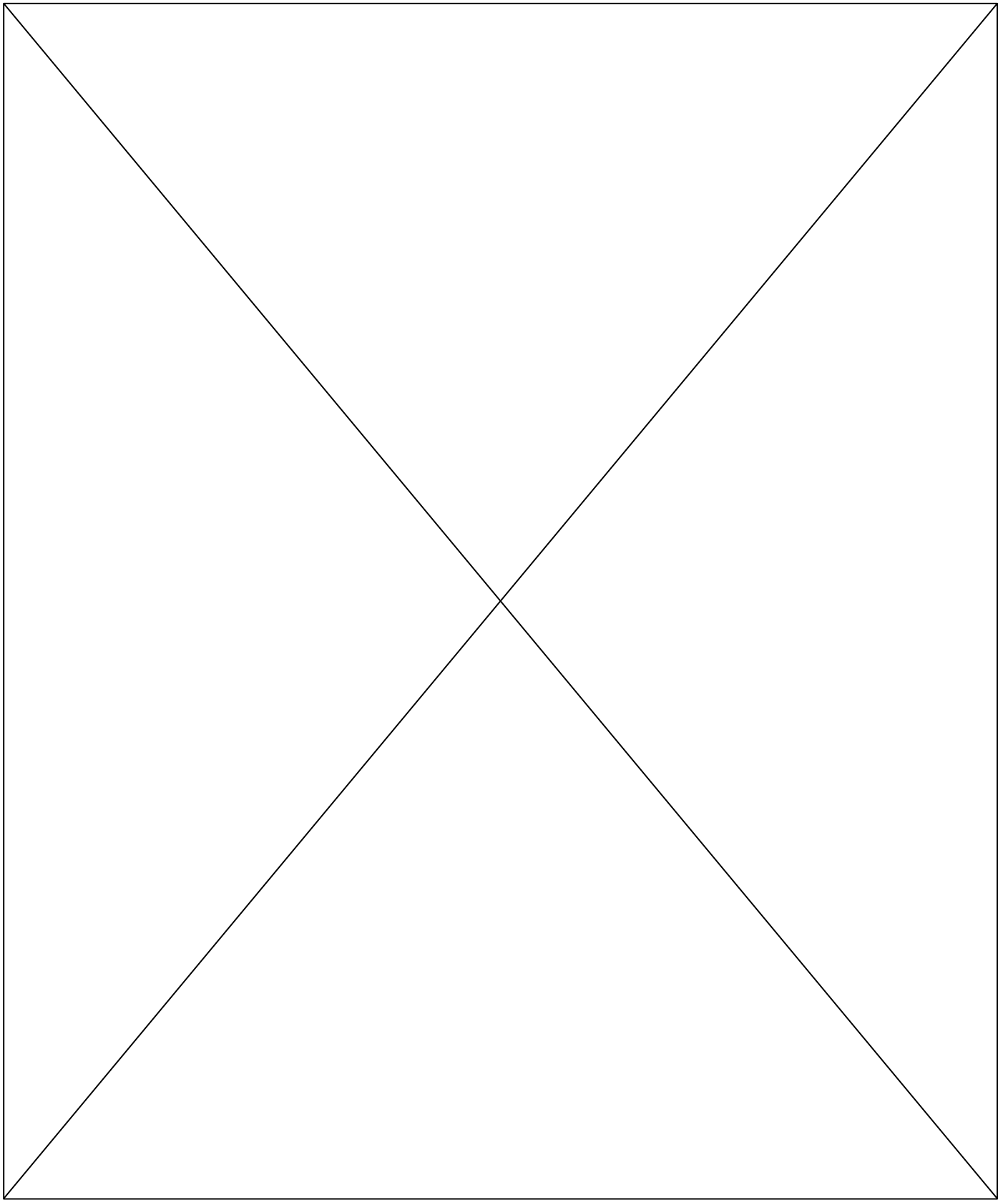
REGISTRATION CENTRE NUMBER		CENTRE NAME	
CANDIDATE'S FULL NAMES			
CANDIDATE IDENTIFICATION NUMBER	SUBJECT CODE <b>5070</b>	PAPER NUMBER <b>3</b>	
FOR OFFICIAL USE ONLY (Candidate Random Code) ►			
<b>GENERAL CERTIFICATE OF EDUCATION BOARD</b> Technical And Vocational Education Examination <b>INTERMEDIATE LEVEL</b>			
SUBJECT TITLE <b>Digital Marketing Practice</b>	SUBJECT CODE <b>5070</b>	PAPER NUMBER <b>3</b>	
Specialty: Marketing - MKT	EXAMINATION DATE: <b>JUNE 2024</b>		

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**EVALUATION BOOKLET – Group 1**

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*Turn Over*



ELEMENTS	SCORE
<b>SECTION A</b>	
1- Start excel	/1
2- Save the blank workbook you just opened on the desktop using your candidate No	/2
3- Reproduce the table in appendix 1 by respecting the formatting	/10
4- Enter in D3, the formula =B3*C2 enabling to get the amount of AFRI MASK, then use the copy function to calculate the other amounts	/4
5- Introduce in D8, the formula enabling to get the total amount	/2
6- Introduce in E3, the formula =D3/\$D\$8*100, enabling to obtain the market share of AFRI MASK, then use the copy function to calculate the market share of the other suppliers	/3
7- Enter in F3, the formula =IF(E3>20,"PARTNERSHIP","MARKET") enabling to establish the nature of relationship between the company and AFRI MASK, use the copy function to determine the nature of relationship with the other companies.	/4
8- Comment on your results in question 6.	/2
9- Save your work	/1
10- Print your work and exit excel	/1
<b>SECTION B: ANSWER ANY TWO QUESTIONS</b>	
	/10
	/10
<b>TOTAL SCORE</b>	-----/50
<b>Total Marks on 90 = (mark/40 multiplied by 1.8)</b>	/90
Internship* (    /    )	10

*\*Raw mark from the field (Industry or Enterprise) should be indicated in brackets.*