



DIGITAL
MARKETING
INSTITUTE

Computer-based Examination

Policies and Procedures

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Introduction

This document has been created by the Digital Marketing Institute to provide IBM candidates with an overview of the policies and procedures relating to computer-based examinations. Computer-based examinations are used to assess the **Certificate in Professional Digital Selling** program.

The examination is authored by the Digital Marketing Institute and delivered by Pearson VUE. Digital Marketing Institute has partnered with Pearson VUE to ensure that our computer-based examinations are conducted in a controlled and consistent testing environment across the world.

The use of Pearson VUE to deliver the exams increases the value of international certification offered by the Digital Marketing Institute and provides students with a quality examination experience.

Section 1

Examination Information

Included in this section are details on the following:

- Examination Format and Duration
- Question Types
- Results



Examination Format and Duration

The Professional Certificate in Digital Selling examination is a formal computer-based examination measuring the candidate's competency and knowledge of the modules established within the formal certificate program scheme.

Each examination is made up of **3 sections covering 6 modules**.

- Duration of the examination is **120 minutes**. (It may take some candidates less than the allotted 2 hours to complete the examination)
- There are no scheduled breaks during the exam. However, candidates are allowed to take a break if needed. Please note the exam clock continues to count down during breaks taken.
- The examination is preceded by a 5-minute optional tutorial. All candidates are recommended to take the tutorial in order to familiarize themselves with the examination system interface. The time of the tutorial is excluded from the allotted examination time.

Question types

The examination consists of approximately **120 questions**.

The examination consists of the following types of questions:

Multiple Choice Question (MCQ)

Select TWO business goals for social media from the list below:

Lead Generation

Company Orientation

Product Training

Increased Revenue

Response Times

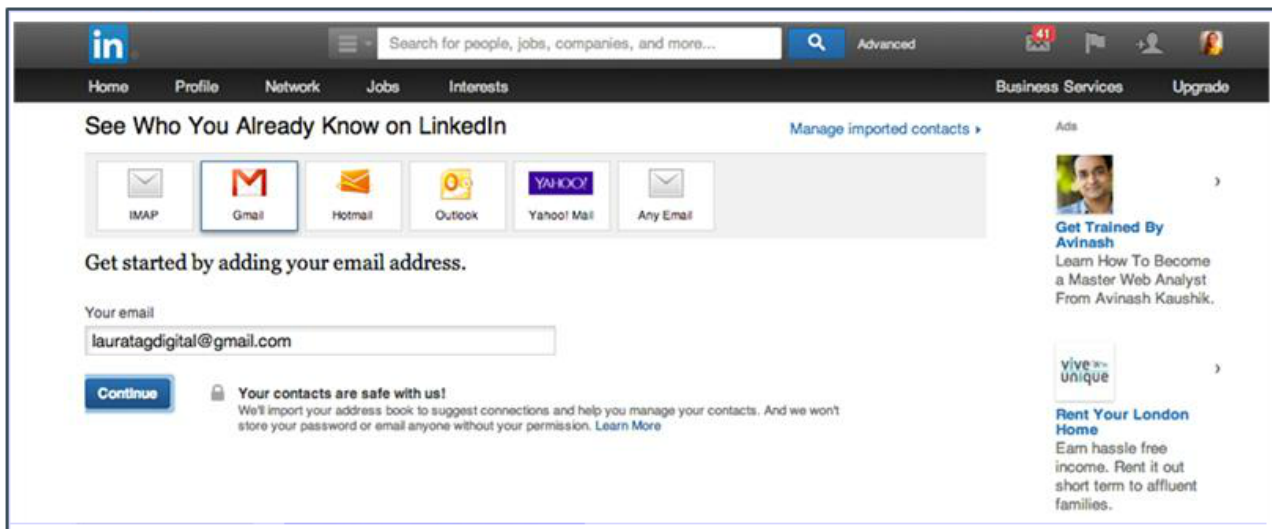
'Matching' or Drag and Drop Question

Match the key term on the left with the social media platform on the right.

a	Facebook	Followers	
b	LinkedIn	Connections	
c	Twitter	Channel	
d	YouTube	Friends	

Image supported Multiple Choice Question

What is going on in the screen shown below?



LinkedIn is inviting you to download email addresses from your webmail

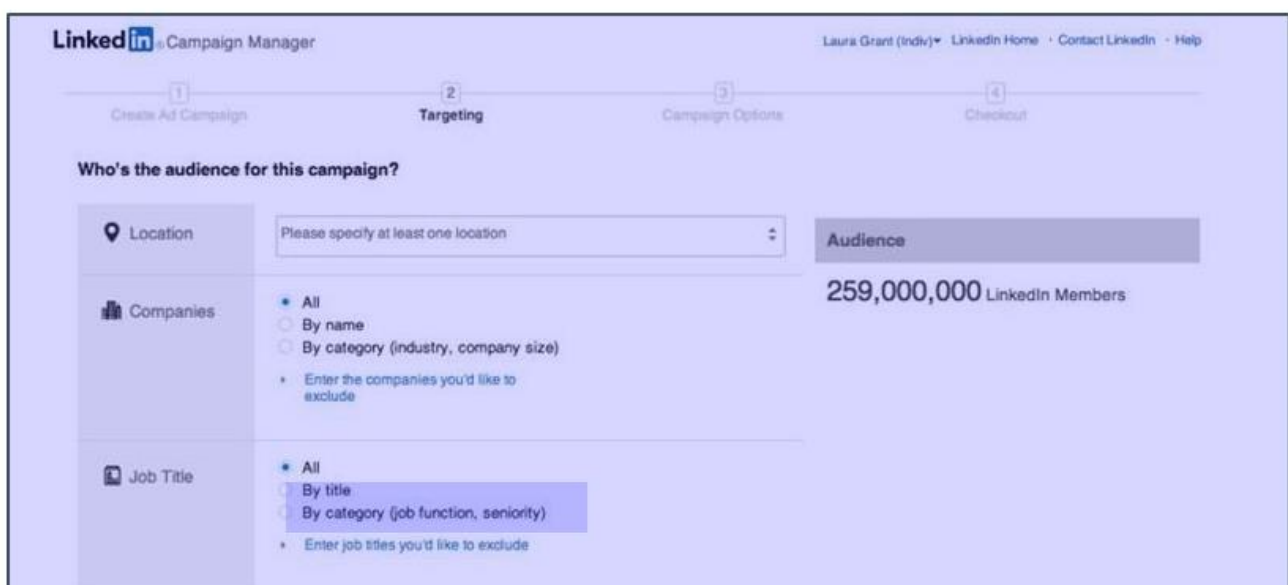
LinkedIn is inviting you to import email addresses from your Twitter account

LinkedIn is inviting you to export email addresses from your Outlook address book

LinkedIn is inviting you to share contacts from your address book

"Hot Spot" Question

Click in the relevant area of the LinkedIn screen below to select the relevant job titles or roles of the ideal target audience for your LinkedIn ad campaign.



Results

In order to pass the examination, candidates must achieve **60%** in each of the 3 exam sections.

Following the completion of the examination in the test centre, candidates will receive a printed unofficial preliminary Score Report that will show the percentile achieved on each exam section and an overall pass/fail grade. **This is not equivalent to an official certificate.** The results displayed on this report are pending validation by the Digital Marketing Institute. The examination results are validated through certification from the Digital Marketing Institute. Certification is only awarded to the candidates who successfully passed the examination.

Failure to achieve 60% in one or more sections of the examination will result in a failed examination. Candidates who wish to re-take the examination must re-take all 3 sections of the exam.

Section 2

Exam Booking

Included in this section are details on the following:

- Exam Eligibility
- Booking Instructions
- Rescheduling and Cancelling the Exam
- Re-examination



Exam Eligibility

Candidates are approved for examination by IBM and registered with Pearson VUE by the Digital Marketing Institute.

The Digital Marketing Institute will notify Pearson VUE of which candidates are eligible for the examination. Only upon receipt of the exam authorization confirmation email from Pearson VUE candidates are able to schedule their exam appointment.

Candidates must take their examination **within 6 months** from the receipt of exam authorization confirmation, while the optimum time, recommended by the Digital Marketing Institute, is 3-6 weeks from completion of training.

The fee for the first exam attempt is covered by a Pearson IBM voucher.

Should a candidate fail the exam on the first attempt, they can re-take the exam further two times. The second and third exam attempts will incur a re-examination fee equivalent to 80 EUR each.

Once the candidate is authorized for examination by the Digital Marketing Institute, they will receive an email notification from Pearson VUE containing:

- the examination scheduling instructions
- the Candidate ID required to book the examinations

The examination scheduling instructions direct candidates to the [DMI section of the Pearson VUE website](#) where they can select and schedule their examination date at the test centre location of their choice.

Booking Instructions

Following receipt of the email confirming the candidate's exam authorization, the candidate can book their examination to be taken in a selected Pearson VUE test centre.

Pearson VUE Online Booking System

In order to book examinations, candidates are required to create their online Pearson VUE account, using their:

- First and last name
- Candidate ID (provided in the email confirming exam eligibility).

Pearson VUE's online booking system is available 24 hours a day, seven days a week (with the exception of scheduled outages) and can be accessed across all types of popular devices, including smart phones, tablets, netbooks, laptops and desktop PCs.

Once a candidate creates an account with Pearson, they are able to use the system to:

- View the exam(s) for which they are eligible
- Search for test centre locations by typing in their partial home or work address using the Google Maps Application Programming Interface
- View exam availability for their preferred test centre using a calendar display and compare exam availability across their top three preferred centres
- Schedule an exam
- Receive confirmation via email
- Reschedule an exam
- Cancel an exam
- View their entire exam history with pass/fail results

Booking the Exam

Booking the exam online can be done in a few simple steps:

- The candidate logs in to their Pearson account and selects the 'schedule exam' option.
- Once a candidate has selected the exam for which they are eligible, the system will allow them to select an available test centre.
- Once a candidate has selected a test centre, the system will display the available date(s) for the exam selected.
- When booking the exam candidates are required to make an exam fee payment online. There are no cash payment options at the test centre.
- Once the candidate has booked their exam, a booking confirmation is displayed onscreen and a confirmation email is generated and sent to the candidate.

Rescheduling and Cancelling the Exam

Rescheduling/Cancellation Policy

Candidates are able to reschedule or cancel booked examination through their Pearson VUE online account at any time, providing they do it **no later than 24 hours prior to their scheduled exam time**.

It is recommended that candidates reschedule or cancel their exam as soon as they know they will not be able to make the exam. Failure to reschedule or cancel the exam prior to 24 hours before the scheduled exam time will result in a used exam attempt and forfeited exam fees and will incur a re-examination fee.

Failure to meet a scheduled examination by a candidate will result in a no-show status. If a candidate reaches a no-show status, the first exam attempt will be used and the exam fees will be forfeited. The candidate will be required to pay a re-examination fee to schedule another exam.

Any cancellations and rescheduling must be made with Pearson VUE directly.

Re-examination

Should a candidate fail their first exam attempt, they can re-take the examination further two times and must repeat the exam **within their exam authorization period**.

The exam is considered failed if a candidate does not receive a 60% in each of the three exam sections. If a candidate receives less than 60% in one or more sections of the exam, they must repeat the entire exam.

Following the completion of the examination, candidates will receive a printed unofficial personal Score Report before leaving the Pearson VUE test centre that will show their percentile achieved on each exam section.

In certain circumstances, failed exam result can be reversed by the Digital Marketing Institute. For more details, please refer to the exam appeal policy.

Candidates who wish to retake the examination are required to book their repeat exams in a selected test centre through their Pearson VUE online account. When booking the repeat exam, candidates will be required to pay the re-examination fee. The fee is payable online directly to Pearson VUE.

Section 3

Examination Procedure

Included in this section are details on the following:

- Pearson VUE Test Centre Procedures
- Exam Confidentiality
- Misconduct



Pearson VUE Test Centre Procedures

On the Exam Day

Candidates must arrive at their scheduled test centre **30 minutes** before their scheduled examination time. This will give the candidate adequate time to complete the necessary sign-in procedures.

If a candidate arrives more than **15 minutes late** for an exam, they will be denied admission, will lose their first exam attempt and will be charged a re-examination fee to schedule their next exam.

In order to be admitted to take the exam, the candidate must bring a valid, unexpired ID which must be government-issued and contains both a photograph and a signature.

The candidate's first name and last name on the ID must **match exactly the names they were registered for the examination** with, otherwise the candidate will be denied entrance to the exam. If a candidate is denied entrance to the exam due to mismatching ID and registration names, they will lose the exam attempt and their registration will not be moved to another exam date. There are no exceptions to this policy.

If the candidate's registration name differs from the name on the ID, they must notify Digital Marketing Institute at least 3 working days before the examination. The Digital Marketing Institute has sole authority to change the candidate's registration name.

Acceptable forms of IDs with photograph and signature include:

- Driver's license
- Government-issued identification card
- Passport
- Any other government-issued ID with a photo and signature

It is strongly recommended that the candidate brings more than one form of ID in case there are any questions.

Any candidate providing false identification or misrepresenting their identity at any time will be dismissed from the testing room and have their scores cancelled.

Candidates will be denied access to the test centre if they do not:

- Have appropriate, valid, unexpired ID
- Arrive on time for the start of the exam – candidates arriving more than 15 minutes late will not be admitted to the testing room
- Sign the Pearson VUE Candidate Rules Agreement



Visitors are not allowed in the testing room at any time.

Candidates will be provided with an erasable noteboard and marker that can be used during their exam.

Prohibited Items

Prohibited items include, but are not limited to:

- Food
- Beverages
- Books
- Papers
- Highlighters
- Rulers
- Notes
- Earplugs
- Calculators (including watch calculators)
- Mobile phones
- Recording devices
- Cameras
- Headphones
- Watches
- Any other electronic devices or reference materials.
- Any hat with a bill or brim unless it is worn for a religious or medical reason that has been pre-approved by Pearson.
- Any article of clothing, jewellery, or accessory containing any information (whether as a design or otherwise) that may be reasonably related to the assessment.

Candidates will not have access to any purses, mobile phones or backpacks during the exam. These items must be stored in a designated secure area provided at the Pearson VUE test centre. All electronic devices must be turned off while in the secure area.

If a candidate's phone rings or makes any noise while in the secure area, the candidate's exam will be invalidated.

If, while taking a break, a candidate must access a personal item, such as an item needed to take to a restroom, this is allowed. However, if a candidate accesses anything else from the secure area (phone, backpack, study notes, etc.), their exam will be invalidated. If a candidate checks or turns on their phone at any time during their exam session (including the break) their exam will be invalidated.

Neither Pearson, its affiliated companies, agents, contractors, nor the Pearson VUE Test Centres assume responsibility for the theft, loss, or damage to any prohibited electronic device or other personal property brought into the testing centre or left in the car.

During the Exam

The supervisor will show a candidate to a workstation where a computer, monitor and mouse will be ready for the candidate to begin their exam. The supervisor will ensure that the exam is ready and waiting for the candidate to begin and can answer any other questions the candidate might have.

Earplugs or headphones *may* be offered by a supervisor if a candidate wishes to use either during the exam.

During the exam, a supervisor sits in a viewing room where he/she has a direct line sight of all the testing stations. Testing sessions are audio- and video-recorded, and the supervisor can view each station independently on his/her monitor as well.

Candidates must read and electronically sign the non-disclosure agreement page before starting their exam.

If a candidate does not click the “Yes” button to symbolize their signature and to accept the terms of the non-disclosure agreement, they will not be allowed to proceed with the exam and their first exam attempt will be used. There will be no exceptions to this policy.

Candidates are allowed to take unscheduled breaks during the exam. To take the break, the candidate should raise their hand to obtain the supervisor’s permission and the supervisor will escort the candidate out of the testing room. The exam time does not stop during the unscheduled breaks.

Candidates may not leave the building during breaks.

Candidates may not ask questions about the exam after it begins.

Candidates should report any suspicious behaviour or violation of rules to the supervisor by raising their hand during the exam or informing the supervisor at the rest break or after the testing session.

Any candidate who gives or receives assistance during the exam will be required to turn in all exam materials immediately and to leave the testing room. In such a case, the candidate’s exam will not be scored, their first exam attempt consumed and legal action may be taken.

Exam Cancellation by Pearson VUE

Adverse conditions (such as extreme weather or a power failure) or other circumstances may make it necessary to cancel the administration of an exam or to delay the beginning of an exam for some time period.

If a test centre has a delay or cancellation, Pearson VUE will contact candidates directly via phone or email to notify them of the cancellation and reschedule their exam.

If the exam has been cancelled by Pearson VUE due to unforeseen circumstances, Pearson will not be held responsible for any expenses incurred beyond the cost of the exam, including but not limited to travel expenses and lost wages on the day of the exam.

Exam Confidentiality

The examination, answer sheets, worksheets and any other exam-related materials remain the sole and exclusive property of the Digital Marketing Institute. These materials are confidential and are not available for review by any person or agency for any reason.

Examination results are confidential and will not be disclosed to anyone without candidate's consent, except for the training provider (IBM) the candidate took the course with.

Candidates are required to agree to a non-disclosure policy before they are allowed to take the exam. Failure to accept the non-disclosure policy in the test centre will result in the candidate being refused eligibility to take the examination.

Misconduct

Candidates are expected to conduct themselves in a professional manner at all times at the testing centre. Any person who violates the exam confidentiality policy will be subject to disciplinary action(s) by the Digital Marketing Institute.

The test centre administrator or supervisor are authorized to dismiss candidates from an examination and the Digital Marketing Institute may cancel their scores, or take other appropriate action, where there is a reasonable basis for concluding that the candidate has engaged in any of the following conduct:

1. Using or attempting to use someone else to take the exam
2. Failing to provide acceptable personal identification, as outlined in the exam procedure
3. Having access to or using notes or any prohibited aid related to the exam
4. Creating a disturbance (disruptive behaviour in any form will not be tolerated; the exam administrator/supervisor has sole discretion in determining whether specific conduct constitutes disruptive behaviour)
5. Communicating, in any manner, with another person other than the exam administrator or supervisor about the exam during the administration, including attempting to give or receive assistance
6. Attempting to remove scrap paper from the testing room, or tearing the scrap paper in any way
7. Eating or drinking in the testing room
8. Leaving the testing room or test centre vicinity without permission
9. Removing or attempting to remove, examination-related material, or portions of an exam in any format from the testing room
10. Attempting to tamper with a computer
11. Engaging in any dishonest or unethical conduct, such as cheating
12. Failing to follow any other examination administration regulations set forth in the Digital Marketing Institute's exam policies

The Digital Marketing Institute reserves the right to take all action including, but not limited to, barring a candidate from future testing and/or cancelling their results, for failure to comply with the exam administrator/supervisor's directions. If the candidate's results are cancelled, they will be notified of such action by the Digital Marketing Institute.

Although examinations are administered under strict supervision and security measures, examination irregularities may sometimes occur. Candidates are required to contact Digital Marketing Institute as soon as possible to report any observed behaviour that may lead to an invalid score, for example, someone copying from another exam taker, taking an exam for someone else, having access to the exam questions before the examination, or using notes or unauthorised aids. All information will be held in confidence.



Section 4

Moderation and Appeals

Included in this section are details on the following:

- Moderation of Results
- Appeals Policy



Moderation of Results

In certain circumstances, as outlined below, following the receipt of the preliminary Score Report from the Person VUE test centre, candidates may apply to the Digital Marketing Institute for a moderation of their exam result.

The following are the only acceptable circumstances that will be taken into consideration in the moderation of results:

- The candidate failed by a narrow margin and the candidate's lowest section result fell between 57 and 59%. The application will be considered if a candidate failed only one section, achieved at least 60% in the two remaining sections and the average result from the 3 sections is at least 60%.
- The candidate failed the exam section in their second or third exam attempt which he/she had passed in a previous attempt. In such circumstances the highest result achieved across all attempts may be considered for moderation of results, providing that no section was scored below 57% in any of the attempts.

Application for moderation must be submitted by a candidate to the Digital Marketing Institute on the appropriate application form **within 14 days from the examination date**. Failing to use the application form, to complete and/or sign the form or meet the appeal deadline will result in the claim being rejected. Third party appeals will not be accepted. There are no exceptions to this policy.

The Digital Marketing Institute will not automatically moderate any exam results. **It is the candidate's responsibility to apply for moderation of results** should the candidate believe there are reasonable grounds for moderation and their result fall into the two categories as outlined above.

The approval of the application for moderation is at the sole discretion of the Digital Marketing Institute and the outcome of the application can be as follows:

- Grade remains unchanged
- Grade is increased

The Digital Marketing Institute will make a final decision with regard to the application for moderation and communicate the outcome of the application to the candidate via email within **14 days** of the candidate's submission of the **complete application**.

Candidates should not book a repeat examination until they receive a final decision regarding the outcome of their application from the Digital Marketing Institute. The Digital Marketing Institute will not refund any re-examination fees that have been paid by a candidate before the application for moderation process is complete.

Appeals Policy

In some circumstances a candidate may wish to appeal their exam result. The Digital Marketing Institute is solely responsible for the validation of exam results.

The Digital Marketing Institute will consider the appeals that are made by a candidate on the following grounds:

- There were circumstances in the conduct of the examination which had a significant adverse effect on the candidate's performance. Evidence must be provided by the candidate and/or the examinations centre.
- The examination regulations were not properly applied by the exam administrator / supervisor. Evidence must be provided by the candidate.
- There was an administrative error on behalf of the Digital Marketing Institute, IBM or/and Pearson VUE that had a significant adverse effect on the candidate's exam result.
- The examination regulations were not made available to the candidate by the Digital Marketing Institute or IBM. However, it is candidate's sole responsibility to make themselves familiar with the exam regulations prior to the examination.

All appeals must be submitted by a candidate to the Digital Marketing Institute on the appropriate appeal form **within 14 days from the examination date**. Failing to use the appeal form, to complete and/or sign the form or meet the appeal deadline will result in the claim being rejected. Third party appeals will not be accepted. There are no exceptions to this policy.

The Digital Marketing Institute will not automatically moderate any exam results. **It is the candidate's responsibility to appeal the exam result in accordance with the appeal procedure** should they believe there are reasonable grounds for their result to be moderated, in accordance with the policy outlined above.

The approval of the appeal is at the sole discretion of the Digital Marketing Institute and the outcome of the appeal can be as follows:

- Grade remains unchanged
- Grade is increased

The Digital Marketing Institute will make a final decision with regard to the appeal and communicate to the candidate via email within **14 days** of the candidate's submission of the **complete appeal documentation** whether the appeal case will be investigated and provide the date on which results will be issued.

Candidates should not book a repeat examination until they receive a final decision regarding the outcome of their appeal from the Digital Marketing Institute. The Digital Marketing Institute will not refund any re-examination fees that have been paid by a candidate before the appeal process is complete.

