Read the extracts below then answer the questions that follow.

A.	Information and Communication Technology is a type of technology that has transformed the way people communicate and share information. It refers to the use of digital technology to process, store, and transmit information. ICT encompasses a wide range of technologies, including computers, smartphones, the internet, and other digital devices and networks. With the increasing importance of digital technology in our daily lives, ICT has become a vital component of modern society. ICT has had a significant impact on various aspects of our lives, including education, business, and social interactions. In education, ICT has made it easier for students to access information and learn from anywhere in the world. In business, ICT has made it easier to communicate and collaborate with colleagues and customers from different parts of the world. In social interactions, ICT has revolutionised the way people communicate, making it easier and faster to share information and connect with people from different cultures and backgrounds. The continuous evolution of ICT promises to bring more innovations and improvements in the way we communicate and share information.	**C.**	Biotechnology is a type of technology that involves the use of living organisms or their components to create products or services. It is a rapidly growing field that has the potential to revolutionise various industries, including healthcare, agriculture, and energy. There are several different types of biotechnology, including genetic engineering, biopharmaceuticals, and agricultural biotechnology. Genetic engineering is a type of biotechnology that involves manipulating the DNA of living organisms to create new traits or characteristics. This technology has been used to create genetically modified organisms (GMOs) that are resistant to pests, have increased nutritional value, or can produce valuable products such as insulin. Biopharmaceuticals, on the other hand, involve the use of living cells or tissues to create drugs or vaccines. These drugs are often more effective and have fewer side effects than traditional pharmaceuticals. Agricultural biotechnology involves using biotechnology to improve crop yields, increase resistance to pests and diseases, and develop crops with desirable traits such as drought tolerance.
B.	Financial technology, or FinTech, is an innovative field that has been rapidly growing over the past few years. It involves the use of technology to improve and automate financial services, and it has the potential to revolutionise the financial industry by making financial services more accessible, affordable, and efficient. One of the most significant benefits of FinTech is its ability to provide financial services to people who were previously excluded from the traditional banking	**D.**	Robotics is a rapidly advancing field that involves the design, construction, and operation of robots. Robots are machines that can perform tasks autonomously or under human control. There are many different types of robots, ranging from industrial robots used in manufacturing to humanoid robots used in research and entertainment. One of the main advantages of robotics technology is its ability to perform repetitive or dangerous tasks that may be too difficult

system. In the past, many people living in remote areas or underserved communities lacked access to basic banking services, such as checking and savings accounts, credit cards, and loans. However, with the rise of mobile payments, these individuals can now access financial services using only a mobile device. Mobile payments allow people to pay for goods and services, transfer money, and even save money without needing to visit a physical bank branch. This has the potential to improve financial inclusion and reduce poverty by providing more people with access to financial services.

or risky for humans. For example, robots are used in the automotive industry to perform tasks such as welding, painting, and assembly, which would otherwise be performed by human workers in hazardous conditions. Robotics technology is also being used in healthcare to assist with surgeries and provide care for patients with mobility issues. As the technology continues to advance, the potential applications of robotics are endless, and it has the potential to make our daily lives easier and more accessible with it providing assistance to tasks and chores.

Answer the following questions by choosing the correct letter that matches the description. Take note that the letters can be repeated accordingly.

Which extract mentions about…

1	a technology that uses live cells or tissues to make medications or vaccines?
2	a certain kind of technology that is also employed in hospitals to help with operations and care for patients who have limited mobility?
3	inventions that can carry out duties either automatically or with people's control?
4	a type of technology that could lower poverty by giving more people the opportunity to utilise financial services?
5	a particular branch of technology that is expanding quickly and has the potential to revolutionise a number of sectors, including the medical industry?
6	a particular kind of technology that could help us with duties and responsibilities in our everyday routines, making life simpler?
7	a kind of technology that has facilitated students' access to knowledge and learning wherever in the world?
8	a certain kind of technology whose primary benefit is its capacity to carry out monotonous or risky activities that might be too challenging or hazardous for humans?
9	discusses a specific kind of technology that has revolutionised how people share and communicate data?
10	a certain technology whose most notable advantage is the ability to offer financial services to

| | those who were formerly shut out of the conventional banking system? |

A.	Marketing is an essential component of any e-commerce business, and influencer marketing has emerged as a powerful strategy to promote products and services to a targeted audience. Influencer marketing involves partnering with influencers, who are individuals with a significant following on social media or blogs, to promote a brand's products or services to their followers. This marketing strategy has become increasingly popular as consumers increasingly trust recommendations from individuals they follow on social media, making it an effective way to drive traffic and sales to e-commerce businesses. The success of influencer marketing lies in finding the right influencers who have a strong following in your niche and resonate with your brand's values and messaging. Influencers can be identified by conducting research on social media platforms, looking for individuals who align with your target audience and have a high engagement rate on their content. Once you have identified potential influencers, it is important to build a relationship with them by engaging with their content, offering to collaborate on content creation, and negotiating terms of collaboration that are mutually beneficial.
C.	Email marketing is a powerful marketing strategy for e-commerce businesses that involves sending targeted and personalised messages to subscribers who have opted in to receive your communications. With email marketing, you can build relationships with your customers, increase brand loyalty, and drive sales by delivering relevant and engaging content to their inbox. This strategy can be used to promote new products, announce sales or promotions, share educational content, or simply stay top-of-mind with your customers. To create a successful email marketing campaign, it's important to segment your audience based on their interests, behaviour, and preferences. This allows you to deliver relevant content that resonates with each subscriber and increases engagement. You can also use automation to send triggered messages based on specific actions or behaviours, such as abandoned cart reminders or post-purchase follow-ups. By analysing your email marketing metrics, such as open rates, click-through rates, and conversion rates, you can continually optimise your campaigns and improve your results.
B.	Search Engine Optimization (SEO) is one of the most important marketing strategies for e-commerce businesses. SEO involves optimising a website's content and structure to increase its visibility and ranking on search engine results pages. By implementing SEO best practices, e-commerce businesses can attract more organic traffic to their website and increase their online sales. One of the key aspects of SEO is keyword
D.	Social media marketing is a popular type of marketing strategy that is used by e-commerce businesses to promote their products or services on social media platforms. The main goal of social media marketing is to engage with the target audience and increase brand awareness, loyalty, and sales. Social media marketing includes a range of tactics, such as creating and sharing engaging content, running paid ads, and building a community of followers. With social media marketing, e-commerce

research, which involves identifying the search terms that potential customers are using to find products or services online. By incorporating these keywords into their website's content, e-commerce businesses can improve their relevance and visibility on SERPs. On-page optimization is also an important aspect of SEO, which involves optimising website elements such as titles, descriptions, headers, and images to make them more search engine-friendly. Off-page optimization, such as link building and social media engagement, is another important component of SEO that can help e-commerce businesses improve their website's authority and reputation online.

businesses can reach a wider audience and engage with their customers in real-time, creating a personalised experience that builds trust and loyalty.

One of the key benefits of social media marketing is that it allows e-commerce businesses to target their audience more effectively. Social media platforms offer sophisticated targeting options that allow businesses to reach people based on demographics, interests, behaviours, and more. This targeting capability enables e-commerce businesses to create more personalised and relevant content, increasing the chances that their message will resonate with their target audience.

Answer the following questions by choosing the correct letter that matches the description. Take note that the letters can be repeated accordingly.

Which extract mentions about…

11	a kind of marketing plan where its success depends on identifying the ideal people who have a sizable supporter base in the industry and who share the same principles and ideals as the brand?
12	a specific marketing tactic whose major objective is to interact with the target market and boost brand recognition, allegiance, and sales?
13	a certain marketing tactic where automation can be used to send prompted communications based on particular actions or practices?
14	a marketing tactic that entails improving a website's content and layout in order to raise its exposure and position on the results pages of search engines?
15	a certain form of marketing strategy where it is crucial to divide your market according to their tastes, habits, and preferences in order for it to be effective?
16	a particular marketing tactic that allows e-commerce companies to expand their customer base and interact with customers in real-time, resulting in a customised experience?
17	a particular marketing tactic that has grown in popularity as inputs from social media users are trusted more and more by consumers?
18	a marketing tactic that entails providing tailored messages to customers who have chosen to receive communications?

19	a particular kind of marketing strategy, one of which includes determining the terms that prospective buyers use to look for goods and services online?
20	a marketing tactic that is regarded as one of the most essential marketing techniques for e-commerce companies?

A.	Malware is one of the most common and pervasive types of cybersecurity threats facing individuals and organisations today. Malware, short for malicious software, refers to any type of software that is designed to harm, steal or disrupt a computer system or network. Malware can take many forms, including viruses, trojans, worms, spyware, ransomware, and adware. Malware can be delivered through a variety of methods, including email attachments, software downloads, infected websites, or via a network. One of the most insidious aspects of malware is that it can remain undetected for long periods, allowing it to wreak havoc on a system or network before it is discovered. Malware can be designed to perform a variety of malicious actions, including stealing sensitive data, tracking user activity, sending spam emails, or using a computer's resources to launch further attacks. Malware can also be used to gain unauthorised access to a system, providing attackers with a foothold from which they can launch more sophisticated attacks.	**C.**	Phishing is a type of social engineering attack that has become increasingly common in recent years. Phishing attacks are designed to trick users into revealing sensitive information, such as usernames and passwords, credit card details, or personal information. Phishing attacks can take many forms, including email, text messages, or phone calls, and often use social engineering techniques to create a sense of urgency or fear to convince users to take action. To protect against phishing attacks, it is important for users to be aware of the warning signs and take steps to verify the legitimacy of any requests for sensitive information. This can include looking closely at the sender's email address, checking the URL of any links before clicking on them, and being wary of any requests for personal information. Users should also avoid using the same password for multiple accounts, and enable two-factor authentication whenever possible.
B.	Ransomware is a type of malware that has become increasingly prevalent in recent years. It is a particularly insidious threat because it can render a victim's data inaccessible or even destroy it altogether. Ransomware works by encrypting the victim's data, making it impossible to access without a decryption key. The attacker then demands payment in exchange for the key, typically in the form of cryptocurrency such as Bitcoin. If the victim does not pay, the	**D.**	Insider threats are a significant cybersecurity risk that organisations face today. Insider threats refer to the intentional or unintentional actions of employees, contractors, or other trusted individuals who have access to an organisation's systems or data. Insider threats can take many forms, including theft of intellectual property, sabotage, or accidental disclosure of sensitive information. Insiders may be

attacker may threaten to delete the data, publish it online, or sell it on the dark web. Ransomware attacks can have devastating consequences for individuals and organisations. In some cases, paying the ransom may be the only way to recover critical data, but even then, there is no guarantee that the attacker will provide the decryption key. In other cases, victims may have no choice but to rebuild their systems from scratch, a process that can be time-consuming and expensive. The best defence against ransomware is to implement a multi-layered cybersecurity strategy that includes regular data backups, network segmentation, user education, and strong endpoint security measures.	motivated by financial gain, revenge, or simply careless behaviour. Insider threats can be particularly challenging to detect and prevent since they often involve individuals who have legitimate access to an organisation's systems and data. Moreover, insiders may have a better understanding of an organisation's security posture and vulnerabilities than external attackers, making it easier for them to exploit weaknesses. To mitigate the risk of insider threats, organisations need to implement a range of security controls, including access controls, monitoring and auditing, and security awareness training. They also need to have a robust incident response plan in place to quickly detect and respond to insider threats when they occur.

Answer the following questions by choosing the correct letter that matches the description. Take note that the letters can be repeated accordingly.

Which extract mentions about…

21	a particular sneaky cybersecurity threat that has the ability to completely delete or make unreachable a victim's data?
22	a specific kind of cybersecurity threat that tries to deceive users into disclosing personal data?
23	a kind of cybersecurity threat that involves the deliberate or unintended activities of workers, subcontractors, or other dependable people who have access to a company's systems or information?
24	a particular kind of cybersecurity risk that might go unnoticed for a long time, causing trouble on a system or network prior to being noticed?
25	a certain kind of cybersecurity danger against which a multi-layered cybersecurity approach is the best line of defense?
26	how organisations need to have a solid incident response strategy in place in order to promptly identify and address these dangers when they arise?
27	a particular cybersecurity danger, which is any kind of program intended to damage, steal from, or otherwise disturb a computer system or network?
28	a particular kind of cybersecurity threat that can be difficult to identify and stop because it

	frequently involves people who have legal access to the systems and records of an organisation?
29	a cybersecurity threat described as one where the attacker requests a fee in exchange for the key, usually in the form of a digital currency?
30	a particular cybersecurity concern where it is crucial for people to be alert to the red flags and take precautions to confirm the authenticity of whatever requests for confidential material?