|  |
| --- |
| **True / False** |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. According to the text, social media is only being adopted by younger populations.​

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 2. Only large corporations have been successful in measuring the return from their social media marketing efforts.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 3. Social media marketing is based on marketing principles that have been around for years.​

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 4. According to the text, the reason why social media marketing is such a growth industry right now is because corporate marketers are planning on using external resources for their new social media efforts.​

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 5. According to the text, SMM employs word-of-mouth marketing.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 6. ​Marketing investment in social media is forecast to increase.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- |
| **Multiple Choice** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 7. ​Which of the following is **not** one of the seven myths of SMM?

|  |  |  |
| --- | --- | --- |
|   | a.  | SMM is too time-consuming.​ |
|   | b.  | ​SMM isn't right for most businesses.  |
|   | c.  | ​There is no return on investment on SMM.  |
|   | d.  | ​Social media is just for the young. |
|   | e.  | ​Social media is just a fad. |

|  |  |
| --- | --- |
| *ANSWER:* | b |

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| 8. Which of the following is not an important aspect to social media marketing?​

|  |  |  |
| --- | --- | --- |
|   | a.  | ​Creating buzz through content to attract attention |
|   | b.  | ​Finding ways for the fans and users to share a company's message through various social channels |
|   | c.  | ​Ensuring the product message is always paramount |
|   | d.  | ​Developing two-way online conversations with users |
|   | e.  | ​Monitoring and responding |

|  |  |
| --- | --- |
| *ANSWER:* | e |

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| 9. ​Social media marketing is a form of what type of marketing?

|  |  |  |
| --- | --- | --- |
|   | a.  | ​Social networking |
|   | b.  | ​Online advertising |
|   | c.  | ​Word of mouth |
|   | d.  | ​Paid search |
|   | e.  | ​Direct mail |

|  |  |
| --- | --- |
| *ANSWER:* | c |

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| 10. Which firm is credited with creating "the perfect business apology"?​

|  |  |  |
| --- | --- | --- |
|   | a.  | ​Wikipedia |
|   | b.  | ​Facebook |
|   | c.  | ​JetBlue |
|   | d.  | ​Twitter |
|   | e.  | ​None of these.  |

|  |  |
| --- | --- |
| *ANSWER:* | c |

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| 11. ​Which of the following is one way to manage the time invested in social media marketing?

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| --- | --- | --- |
|   | a.  | ​Leverage tools like Hootsuite that are designed to improve efficiencies. |
|   | b.  | ​Hire an outside agency. |
|   | c.  | ​Only spend time on one social media site at a time. |
|   | d.  | ​Install times on employee computers to monitor time spent on social media. |
|   | e.  | ​None of these. |

|  |  |
| --- | --- |
| *ANSWER:* | a |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 12. ​Which of the following is considered the earliest ancestor of social media?

|  |  |  |
| --- | --- | --- |
|   | a.  | ​ARPANET |
|   | b.  | ​Email |
|   | c.  | ​Telegram |
|   | d.  | ​Whole Earth 'Lectronic Link |
|   | e.  | ​USENET |

|  |  |
| --- | --- |
| *ANSWER:* | e |

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| 13. SMM is different because:​

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| --- | --- | --- |
|   | a.  | ​it does not employ traditional marketing methods in the usual way.  |
|   | b.  | ​it does not control the content of the message.  |
|   | c.  | ​it emphasizes audience contribution.  |
|   | d.  | ​all of these.  |
|   | e.  | ​none of these. |

|  |  |
| --- | --- |
| *ANSWER:* | d |

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| 14. In order to be a successful social media marketer, you need a number of technical and personal skills. Which of the following **is not** considered vital?​

|  |  |  |
| --- | --- | --- |
|   | a.  | ​Basic computer skills |
|   | b.  | ​Good listening skills |
|   | c.  | Strong reading and comprehension skills |
|   | d.  | ​A big ego |
|   | e.  | ​A sense of humor |

|  |  |
| --- | --- |
| *ANSWER:* | d |

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| 15. ​According to the text, social media is a part of a larger media ecosystem made up of:

|  |  |  |
| --- | --- | --- |
|   | a.  | ​paid media. |
|   | b.  | ​bought media. |
|   | c.  | ​owned media. |
|   | d.  | ​A, B, and C. |
|   | e.  | ​A and C |

|  |  |
| --- | --- |
| *ANSWER:* | e |

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| 16. ​Why is social media so attractive for consumers?

|  |  |  |
| --- | --- | --- |
|   | a.  | ​It is free. |
|   | b.  | ​It allows for more insight and creativity. |
|   | c.  | ​It gives the consumer more power. |
|   | d.  | ​It is used by everybody. |
|   | e.  | ​It allows consumers to vent about bad customer service. |

|  |  |
| --- | --- |
| *ANSWER:* | c |

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| 17. Which is a **true** statement?​

|  |  |  |
| --- | --- | --- |
|   | a.  | ​B2B firms cannot benefit from social media. |
|   | b.  | ​Over half of U.S. adults over the age of 65 were Internet users. |
|   | c.  | ​Social media is only for certain companies and industries. |
|   | d.  | ​Monitoring social media is an inefficient use of company time. |
|   | e.  | ​Most people do not spend that much time using social media. |

|  |  |
| --- | --- |
| *ANSWER:* | b |

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| 18. What is the primary lesson behind the "United Breaks Guitars" case?​

|  |  |  |
| --- | --- | --- |
|   | a.  | ​Online video has the power to reach millions of people at a very low cost. |
|   | b.  | ​Companies must be active in monitoring their brands online in order to respond in a timely manner to customer issues. |
|   | c.  | ​A well-executed PR strategy can help control negative social media messages. |
|   | d.  | ​Social media is only effective for customer complaints. |
|   | e.  | ​Customer service should not be outsourced. |

|  |  |
| --- | --- |
| *ANSWER:* | b |

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| --- |
| **Subjective Short Answer** |

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| 19. Identify two ways that social media marketing differs from traditional marketing.​

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *ANSWER:* |

|  |  |
| --- | --- |
| 1. | Control vs. Contribute: Traditional marketing attempts to control the message, while social media marketing is about engaging users and getting them to contribute to the conversation. |
| 2. | Trust Building: Social media marketing is about developing trust with consumers and building relationships with them. |

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| 20. ​Name and describe one best practice for social media marketing.

|  |  |
| --- | --- |
| *ANSWER:* | ​Begin with a strategy backed by a SMM plan. Random or inconsistent use of social media will  not produce any benefits. |

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