

MBA II/ Sem III
312 : Social Media, Web & Text Analytics
MULTIPLE CHOICE QUESTIONS

Qno	Question	Answer
1	Judy, an international speaker & author, recently tweeted a picture of her new running shoes that she bought from Zappos. Seeing that picture, couple of Judy's followers also went online to Zappos to buy the same shoes. This social media behavior can also be described as? A. Social A Media Conversation B. Social Media Marketing C. Social Media Influence D. Social Media Conversions	C
2	Three variables are necessary when tracking your social media performance on Google Analytics: A. Campaign variable B. Medium variable C. Source variable D. All of the above	D
3	One way on Google Analytics to tell if your site visitors are clicking on social media icons on your site is by? A. On Click tracking B. Click tracking C. Event tracking D. Audience tracking	B
4	You can only track social conversions on Google Analytics, if the conversion is tracked through A. Event tracking B. Campaign tracking C. Referral tracking D. A,B,C	D
5	Can you track with Analytics things such as share of voice, influence, or popularity? A. Yes B. No	B
6	Meltwater buzz or Sprout Social is an example of ?	C

	<ul style="list-style-type: none"> A. Social Media Network B. Social Media Tool C. Social Media Monitoring Service D. None of the above 	
7	<p>Social Interactions on Google Analytics cannot be tracked automatically except ?.</p> <ul style="list-style-type: none"> A. Facebook B. Twitter C. LinkedIn D. Google+ 	D
8	<p>In Doug's analogy of Hear, See, and Tell, an example of Analytics able to "hear" social media is Through</p> <ul style="list-style-type: none"> A. Data collection B. Page tagging C. Campaign tracking D. All of the above 	C
9	<p>The name of LinkedIn analytics service is</p> <ul style="list-style-type: none"> A. page analytics B. insights C. ad analytics D. Google analytics E. the name of Facebook analytics service is 	C
10	<p>The name of Facebook analytics service is</p> <ul style="list-style-type: none"> A. page analytics B. insights C. ad analytics D. Google analytics 	B
11	<p>The name of Twitter analytics service is</p> <ul style="list-style-type: none"> A. page analytics B. insights C. ad analytics D. analytics 	A
12	<p>What feature does LinkedIn offer for pay accounts?</p>	B

	<ul style="list-style-type: none"> A. Ability to post pictures B. Increased abilities to connect directly and send messages to people C. Ability to post in Groups and create a Group D. Ability to block users 	
13	<p>Which of the following would be leveraging both social network and traditional marketing?</p> <ul style="list-style-type: none"> A. Handing out point advertisements with a coupon for a store B. print advertisement in a magazine which dives people to a website where there is a free trial offer C. Posting an advertisement on a message board D. Hosting a video ad on YouTube not otherwise seen elsewhere 	B
14	<p>Why is it important to post to a blog regularly?</p> <ul style="list-style-type: none"> A. It reduces the cost per blog post B. Keep readers engaged and also gives search engines content to index C. It gives the social media marketing specialist something to do D. It allows more chances for the company to put down the competition 	B
15	<p>How can a company use the same material for both traditional and social network marketing?</p> <ul style="list-style-type: none"> A. Posting a luring comment on Twitter A to the company site B. Selling ad space on the company website C. Utilizing a television ad campaign online as well on their site and sites such as YouTube. D. Creating a magazine print ad with the company website <p>Overall</p>	C
16	<p>How is site traffic useful in evaluating marketing?</p> <ul style="list-style-type: none"> A. Overall site traffic can be followed and a general idea of marketing's impact on it can be determined B. There is no correlation site traffic and marketing C. Ads can send receivers to a specific landing page, which can be tracked D. Product sales from the company website can be attributed directly to the marketing campaign <p>A.</p>	C
17	<p>How does YouTube save a dual purpose in social media marketing?</p> <ul style="list-style-type: none"> A. It can be used as a company blog as well as video advertisements 	D

	<p>B. It can be used for company pictures and videos</p> <p>C. It can be used to host the company website as well as videos</p> <p>It can be used as the forum for dispersing company videos, as well as a host when embedding videos in sites outside of YouTube</p>	
18	<p>Who Social networks are organized primarily _____</p> <p>A. brands</p> <p>B. people</p> <p>C. discussions</p> <p>D. interests</p>	B
19	<p>Social networks have an information sharing capacity. As such, a great distribution channel for?</p> <p>A. customer feedback</p> <p>B. viral content</p> <p>C. exclusive coupons</p> <p>D. marketing messages</p>	D
20	<p>_____ social network is considered the most popular for business to business marketing?</p> <p>A. Facebook</p> <p>B. Orkut</p> <p>C. Ryze</p> <p>D. LinkedIn</p>	D
21	<p>Advantage a non-profit has when opening private social network.....</p> <p>A. the start-up cost of a private social network</p> <p>B. spend more time using social networks.</p> <p>C. it has an immediate user base of people interested in the cause.</p> <p>D. supporters have a higher tolerance for messages.</p>	C
22	<p>Larger social networking sites</p> <p>A. will force niche social networks.</p> <p>B. social media trends.</p> <p>C. to see declining growth rates.</p> <p>D. better fit for nonprofit organizations.</p>	B
23	<p>Facebook and Linked are popular social networks globally.</p> <p>A. True</p> <p>B. False</p> <p>C. Maybe</p> <p>D. Maybe not</p>	A
24	<p>When marketing with social networks is to identify the goals.</p> <p>A. True</p> <p>B. False</p> <p>C. Maybe</p> <p>Maybe not</p>	A

25	Facebook Places is targeted to large brands. A. True B. False C. Maybe D. Maybe not	B
26	White label social network's primary difference is that it is privately run by a nonprofit organization. A. True B. False C. Maybe D. Maybe not	A
27	_____ methods of social network marketing should a company always use. A Blogging the only B Twitter, Blogs, Facebook C YouTube Depends on the company and its product	B
28	. _____ is the team updates by Twitter users. A. Tweets B. Tweats C. Twinks D. Posts	A
29	What is meant by "guerilla marketing"? A. Using resources such as time B. Using advertising spots C. Having a large scale marketing D. Using television ads E. a,b,c	E
30	What is meant by Brand Management? A. Managing A the marketing staff B. Management of the marketing budget C. The company executive management D. Creating a consistent image for the company A.	D
31	Why is it important to post to a blog? A. It reduces the cost per blog post B. Keep readers engaged C. the social media marketing specialist It allows more chances	B
32	_____ is an impo_tant aspect of creating blogs and posting content? A. Using a witty user name B. Posting at least once a month	E

	C. Social Media Optimization D. Using humor E. a,b,c	
33	What is a “log”? A. Video Log B. Video blog C. Log of blog activity D. New technology to aid in bloggin	B
34	_____ a company do on Facebook apa_t from their page? A Post more updates B Post controversial C Use several pictures D both companies originated and posting to other group	D
35	How can a company ensure that the proper audience finds their YouTube videos? A. Post links on the company blog B. no method to effectively direct people to company videos C. Use of keywords D. Sending out mail advertisements	C
36	In a company that should own the social marketing plan? A. Head of Marketing B. CFO C. President D. Operational staff	A
37	What is meant by “micro-blogging”? A. Blogging daily B. Blogs that are posted by companies C. Blogs with limited individual posts D. Blogging from mobile devices	C
38	What is meant by A/B testing in marketing? A. Testing of 2 different products B. Testing 2 versions of an advertisement to best response C. Testing of medical products before legally allowing D. Testing via 2 medium s,t.v, radio	B
39	What is “social media optimization”? A. easily creates publicity via social networks B. Writing clear content C. Creating short content which is easily indexed D. Create content for social networks hiring people	A
40	What place does Pricing have in marketing?	C

	<ul style="list-style-type: none"> A. Higher prices guarantee higher A revenue stream B. The company should actively market C. Tested to see what elicits the best consumer response D. Marketing based on the pricing level 	
41	<p>How the company uses the same material for both traditional and social network marketing?</p> <ul style="list-style-type: none"> A Posting a luring comment on Twitter B Selling ad space on the company website C Utilizing a television ad campaign online D Creating a magazine print ad 	C
42	<p>How often should a marketing plan be revisited?</p> <ul style="list-style-type: none"> A Never, once written it is complete B order to revisit the plan of action C At company board meeting D financial review of the company each month 	D
43	<p>_____ would be leveraging both social network and traditional marketing?</p> <ul style="list-style-type: none"> A. print advertisements with a coupon for a store B. drives people to a website where there is a free trial offer C. Posting an advertisement on a message board D. Hosting a video ad on YouTube 	B
44	<p>social network marketing plan differ from a traditional marketing plan</p> <ul style="list-style-type: none"> A. The brand image completely different for social marketing B. social marketing is different for The staff requirements and skillsets. C. the social marketing plan is required for traditional marketing D. method of delivery, a marketing plan, either way, will be similar 	B
45	<p>_____ is valuable in increasing a page rank?</p> <ul style="list-style-type: none"> A. Paying for placemen B. Static content C. highly ranked pages D. No contact information 	C
46	<p>What feature is required to send data from a web-connected device (like a point-of-sale system) to Google Analytics?</p> <ul style="list-style-type: none"> A. The Measurement B. Browser cookie 	A

	C. Data Import D. The Networking Protocol	
47	What would prevent data from appearing in a Custom Report? A. Custom Report isn't shared with users in the same view B. Too many dimensions in a Custom Report C. Too many metrics in a Custom Report D. A filter that removes all the data	B
48	What repo_t shows which types of mobile devices visited a website? All Traffic > Source/Medium report Site Content > Landing Page report Technology > Network report Mobile > Devices report	D
49	What is a "dimension" in Google Analytics? A. A The lifetime value of a user in a given date range B. A comparison of data between two date ranges C. An attribute of a data set that can be organized for better analysis D. A report that offers different demographic information about your audience	C
50	Which parameters can be included with an event hit for reporting? A. Category, Action, Label, A Unique Events B. Category, Action, Label, Value C. Event, Category, Action, Label D. Category, Action, Label, Total Events	B