Test Bank for Social Media Marketing 3rd Tuten

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Chapter 2: Social Consumers

Test Bank

Multiple Choice Questions

1. Which of the following describes the process of dividing a market into distinct groups that have common needs and characteristics?

a. Behavioral segmentation.

b. Market segmentation.

c. Lifestream aggregation.

d. Social media addiction.

e. Handle squatting.

Ans: B

Learning Objective: 1: Why do social media marketers need to understand the behavior of consumer segments? What are the bases of segmentation used to group consumers?

Cognitive Domain: Conceptual

Answer Location: Profiling the Targeted Segments p.38

Difficulty: Medium

2. North Face can expect to sell more parkas to people who live in winter climates, whereas Roxy will move more bikinis in sunny vacation spots. This is an example of which of the following?

a. Geographic segmentation.

b. GPS technology.

c. Market segmentation.

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d. Demographic segmentation.

e. Behavioral segmentation.

Ans: A

Learning Objective: 1: Why do social media marketers need to understand the behavior of consumer segments? What are the bases of segmentation used to group consumers?

Cognitive Domain: Application

Answer Location: Geographic Segmentation p.38

Difficulty Level: Medium

3. Which type of segmentation refers to segmenting markets by age, gender, income, ethnic background, educational attainment, family life cycle, and occupation?

a. Geographic.

b. Demographic.

c. Psychographic.

d. Benefit.

e. Behavioral.

Ans:B

Learning Objective: 1: Why do social media marketers need to understand the behavior of consumer segments? What are the bases of segmentation used to group consumers?

Cognitive Domain: Conceptual

Answer Location: Demographic Segmentation p.40

Difficulty Level: Easy

4. Which of the following is a satellite system that provides real-time location and time information?

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a. RSS feed technology.

b. Roving nodes technology.

c. GPS technology.

d. Lifestream aggregation.

e. Digital mobility.

Ans: C

Learning Objective: 1: Why do social media marketers need to understand the behavior of consumer segments? What are the bases of segmentation used to group consumers?

Cognitive Domain: Conceptual

Answer Location: Geographic Segmentation p.38

Difficulty Level: Medium

5. What type of segmentation did General Mills use when it launched QueRicaVida.com as an online platform for single moms?

a. Geographic.

b. Demographic.

c. Psychographic.

d. Benefit.

e. Behavioral.

Ans: B

Learning Objective: 1: Why do social media marketers need to understand the behavior of consumer segments? What are the bases of segmentation used to group consumers?

Cognitive Domain: Application

Answer Location: Demographic Segmentation p.40

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Difficulty Level: Medium

6. What type of segmentation is used when companies market to consumers who want to have meaningful relationships with brands they use frequently?

a. Geographic.

b. Demographic.

c. Psychographic.

d. Benefit.

e. Behavioral.

Ans:D

Learning Objective: 1: Why do social media marketers need to understand the behavior of consumer segments? What are the bases of segmentation used to group consumers?

Cognitive Domain: Application

Answer Location: Benefit Segmentation p.42

Difficulty Level: Medium

7. What type of segmentation is being used when companies market to consumers who seek help from brands to manage their lives?

a. Geographic.

b. Demographic.

c. Psychographic.

d. Benefit.

e. Behavioral.

Ans:D

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Learning Objective: 1: Why do social media marketers need to understand the behavior of consumer segments? What are the bases of segmentation used to group consumers?

Cognitive Domain: Application

Answer Location: Benefit Segmentation p.42

Difficulty Level: Medium

8. What type of segmentation refers to segmenting markets by how consumers act with regard to a brand or a product category?

a. Geographic.

b. Demographic.

c. Psychographic.

d. Benefit.

e. Behavioral.

Ans: E

Learning Objective: 1: Why do social media marketers need to understand the behavior of consumer segments? What are the bases of segmentation used to group consumers?

Cognitive Domain: Conceptual

Answer Location: Behavioral Segmentation p.43

Difficulty Level: Medium

9. Which term refers to brands that inspire passionate loyalty in their customers?

a. Lovemarks.

b. Brand loyalty.

c. Psychographic.

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d. Benefit brands.

e. Behavioral.

Ans: A

Learning Objective: 1: Why do social media marketers need to understand the behavior of consumer segments? What are the bases of segmentation used to group consumers?

Cognitive Domain: Application

Answer Location: Benefit Segmentation p.42

Difficulty Level: Medium

10. What type of segmentation is being used when a company markets to its 'heavy users'?

a. Geographic.

b. Demographic.

c. Psychographic.

d. Benefit.

e. Behavioral.

Ans: E

Learning Objective: 1: Why do social media marketers need to understand the behavior of consumer segments? What are the bases of segmentation used to group consumers?

Cognitive Domain: Application

Answer Location: Behavioral Segmentation p.43

Difficulty Level: Medium

11. Which of the following refers to the way we represent ourselves via text, images, sounds, and video to others who access the Web?

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a. Social identity.

b. Lifestream.

c. Social footprint.

d. Digital brand name.

e. Digital primacy.

Ans: A

Learning Objective: 2: What are the elements of social identity? How do individuals build their social identities? How are these identities relevant to marketers?

Cognitive Domain: Conceptual

Answer Location: Social Identity pp.44-45

Difficulty Level: Medium

12. Which of the following refers to 'data generated from technology-mediated social interactions and actions online which can be collected and analyzed'?

a. Profile data.

b. Lifestream data.

c. Personally identifiable information.

d. Customer profile data.

e. Big social data.

Ans: E

Learning Objective: 2: What are the elements of social identity? How do individuals build their social identities? How are these identities relevant to marketers?

Cognitive Domain: Conceptual

Answer Location: Social Identity p.45

Difficulty Level: Medium

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13. The impressions that make up the data that marketers use to paint your social identity are also known as which of the following?

a. Digital identity.

b. Lifestream.

c. Social footprints.

d. Digital brand names.

e. Social impressions.

Ans: C

Learning Objective: 2: What are the elements of social identity? How do individuals build their social identities? How are these identities relevant to marketers?

Cognitive Domain: Conceptual

Answer Location: Social Footprints p.47

Difficulty Level: Medium

14. Which of the following does not represent a social footprint?

a. 'Liking' a site, article, or product.

b. Sharing online purchases on Instagram.

c. Commenting on YouTube videos.

d. Charging a purchase at a retail store on your credit card.

e. Sharing your music streams on Spotify.

Ans: D

Learning Objective: 2: What are the elements of social identity? How do individuals build their social identities? How are these identities relevant to marketers?

Cognitive Domain: Application

Answer Location: Social Footprints p.47

Difficulty Level: Easy

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15. Your social identity is made up of which of the following?

a. Your Facebook and Twitter accounts.

b. Your social footprint and lifestream.

c. Your handle and RSS feed.

d. Your digital brand name and digital primacy.

e. All of the above.

Ans: E

Learning Objective: 2: What are the elements of social identity? How do individuals build their social identities? How are these identities relevant to marketers?

Cognitive Domain: Synthesis

Answer Location: Social Identity pp.44-45

Difficulty Level: Medium

16. Which of the following is essentially a diary that you keep through your social media activities?

a. Digital identity.

b. Lifestream.

c. Social footprint.

d. Digital brand name.

e. Social impressions.

Ans: B

Learning Objective: 2: What are the elements of social identity? How do individuals build their social identities? How are these identities relevant to marketers?

Cognitive Domain: Conceptual

Answer Location: Social Footprints p.47

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Difficulty Level: Medium

17. An ID that is used to describe something about you in shorthand as you try to build a following is known as which of the following?

a. Social footprint.

b. Digital primacy.

c. Digital brand name.

d. Lifestream.

e. Social media touchpoint.

Ans: C

Learning Objective: 2: What are the elements of social identity? How do individuals build their social identities? How are these identities relevant to marketers?

Cognitive Domain: Conceptual

Answer Location: Your Social Brand p.49

Difficulty Level: Medium

18. A quick search of Twitter for actor Hugh Jackman turns up several people listings, including @RealHughJackman, @JackmanHugh, @HughJackman, and @H_Jackman, among others. Only one is the "real" Hugh Jackman. The others are probably which of the following?

a. Lifestreaming.

b. Avatars.

c. Handle squatting.

d. Brand butlers.

e. Lurking.

Ans: C

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Learning Objective: 2: What are the elements of social identity? How do individuals build their social identities? How are these identities relevant to marketers?

Cognitive Domain: Application

Answer Location: Your Social Brand p.49

Difficulty Level: Medium

19. Which of the following represents your username in social communities?

a. Lifestream.

b. Avatar.

c. Social footprint.

d. Handle.

e. Social media touchpoint.

Ans: D

Learning Objective: 2: What are the elements of social identity? How do individuals build their social identities? How are these identities relevant to marketers?

Cognitive Domain: Conceptual

Answer Location: Your Social Brand p.48

Difficulty Level: Easy

20. Which of the following is the same exercise marketers can use to assess the situation and their competitors' social presence and is also used to assess personal social media activity according to the values expressed in the social engagement?

a. Social identity audit.

b. Social activity audit.

c. Personal identity audit.

d. Personal activity audit.

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e. None of the above.

Ans: B

Learning Objective: 2: What are the elements of social identity? How do individuals build their social identities? How are these identities relevant to marketers?

Cognitive Domain: Application

Answer Location: Your Social Brand in the Age of Selfies p.49

Difficulty Level: Medium

21. Which type of impulse represents an acknowledgment of a liking and/or relationship with individuals and reference groups?

a. Validation.

b. Altruistic.

c. Immediacy.

d. Prurient.

e. Affinity.

Ans: E

Learning Objective: 3: What behaviors are exhibited by people using social media? To what extent are people participating in the four zones of social media?

Cognitive Domain: Conceptual

Answer Location: Motives and Attitudes Influencing Social Media Activities p.52

Difficulty Level: Hard

22. One of the most important motives for brands to acknowledge is when people ask, 'What's in it for me?' What type of impulse does this best describe?

a. Validation.

b. Altruistic.

Access Complete Test Bank for Social Media Marketing 3rd Tuten

c. Immediacy.

d. Personal utility.

e. Affinity.

Ans: D

Learning Objective: 4: How can we explain the motives for participation in social media activities? What attitudes are most relevant for our understanding of social consumer behavior?

Cognitive Domain: Conceptual

Answer Location: Motives and Attitudes Influencing Social Media Activities p.52

Difficulty Level: Hard

23. Which type of impulse are you responding to when you 'follow' people on Twitter and visit their profiles?

a. Validation.

b. Personal utility.

c. Immediacy.

d. Prurient.

e. Affinity.

Ans: D

Learning Objective: 3: What behaviors are exhibited by people using social media? To what extent are people participating in the four zones of social media?

Cognitive Domain: Application

Answer Location: Motives and Attitudes Influencing Social Media Activities p.53

Difficulty Level: Medium

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24. Which of the following represents the natural drive to feel a sense of psychological closeness to others without delay and a sense of relief from knowing others in our network are accessible?

a. Validation and immediacy.

b. Altruistic and immediacy.

c. Contact comfort and immediacy.

d. Prurient and contact comfort.

e. Affinity and validation.

Ans: C

Learning Objective: 3: What behaviors are exhibited by people using social media? To what extent are people participating in the four zones of social media?

Cognitive Domain: Conceptual

Answer Location: Motives and Attitudes Influencing Social Media Activities p.52

Difficulty Level: Medium

25. Sally keeps checking for a response after replying to her boyfriend's message. What type of impulse is she responding to?

a. Validation.

b. Altruistic.

c. Immediacy.

d. Personal utility.

e. Affinity.

Ans: C

Learning Objective: 3: What behaviors are exhibited by people using social media? To what extent are people participating in the four zones of social media?

Cognitive Domain: Application

Access Complete Test Bank for Social Media Marketing 3rd Tuten

Answer Location: Motives and Attitudes Influencing Social Media Activities p.52

Difficulty Level: Medium

26. Which type of impulse represents participation in social media as a way to 'pay it forward'?

a. Personal utility.

b. Altruistic.

c. Immediacy.

d. Prurient.

e. Affinity.

Ans: B

Learning Objective: 3: What behaviors are exhibited by people using social media? To what extent are people participating in the four zones of social media?

Cognitive Domain: Application

Answer Location: Motives and Attitudes Influencing Social Media Activities p.53

Difficulty Level: Medium

27. Which impulse represents the feeding of one's own ego?

a. Validation.

b. Altruistic.

c. Immediacy.

d. Prurient.

e. Affinity.

Ans: A

Learning Objective: 3: What behaviors are exhibited by people using social media? To what extent are people participating in the four zones of social media?

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Cognitive Domain: Conceptual

Answer Location: Motives and Attitudes Influencing Social Media Activities p.53

Difficulty Level: Medium

28. When you attempt to use social media to earn worldwide fame, which impulse are you responding to?

a. Validation.

b. Altruistic.

c. Immediacy.

d. Prurient.

e. Affinity.

Ans: A

Learning Objective: 3: What behaviors are exhibited by people using social media? To what extent are people participating in the four zones of social media?

Cognitive Domain: Application

Answer Location: Motives and Attitudes Influencing Social Media Activities p.53

Difficulty Level: Medium

29. Which of the following terms describes the extent to which worries about sharing too much information impact our online behavior is known?

a. Privacy salience.

b. Privacy paradox.

c. Social privacy.

d. Social identity.

e. None of the above.

Ans: A

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Learning Objective: 3: What behaviors are exhibited by people using social media? To what extent are people participating in the four zones of social media?

Cognitive Domain: Application

Answer Location: Privacy Salience: How Much Do They Know and How Much Do You Care? p.55

Difficulty Level: Medium

30. The portrait that marketers paint of you when they assess the image and perception you portray of yourself on social media is known as which of the following?

a. Personal utility impulse.

b. Social footprint.

c. Social personality.

d. Social identity.

e. Social profile.

Ans: D

Learning Objective: 3: What behaviors are exhibited by people using social media? To what extent are people participating in the four zones of social media?

Cognitive Domain: Conceptual

Answer Location: Social Identity p.45

Difficulty Level: Hard

31. People's willingness to disclose personal information in social media channels despite expressing high levels of concern for privacy protection is also known as which of the following?

a. Privacy salience.

b. Privacy paradox.

c. Social privacy.

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d. Social identity.

e. None of the above.

Ans: B

Learning Objective: 3: What behaviors are exhibited by people using social media? To what extent are people participating in the four zones of social media?

Cognitive Domain: Application

Answer Location: Privacy Salience: How Much Do They Know and How Much Do You Care? p.55

Difficulty Level: Medium

32. Which of the following completes the sentence, '_____ is the sense of relief we feel from knowing others in our network are accessible'?

a. Contact comfort.

b. Immediate altruistic response.

c. Social media addiction.

d. Prurient impulse.

e. Validation impulse.

Ans: A

Learning Objective: 3: What behaviors are exhibited by people using social media? To what extent are people participating in the four zones of social media?

Cognitive Domain: Conceptual

Answer Location: Motives and Attitudes Influencing Social Media Activities p.52

Difficulty Level: Medium

33. Rachel has decided to quit social media due to increasing privacy concerns and social media fatigue. She deletes all of her social media posts and profiles including Facebook, Twitter, and LinkedIn. What term best describes her actions?

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a. Lifestream closure.

b. Social identity suicide.

c. Internalization.

d. Social media review.

e. Social data revocation.

Ans:B

Learning Objective: 4: How can we explain the motives for participation in social media activities? What attitudes are most relevant for our understanding of social consumer behavior?

Cognitive Domain: Conceptual

Answer Location: Motives and Attitudes Influencing Social Media Activities p.54

Difficulty Level: Medium

34. Which of the follow categorizes social media user types according to their degree of social media consumption and creation?

a. The Social Consumption/Creation Matrix.

b. The Social Creation/Consumption Framework.

c. The Technographic Matrix.

d. The Technographic Framework.

e. None of the above.

Ans: A

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: The Social Consumption/Creation Matrix p.59

Difficulty Level: Medium

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35. Which of the following completes the statement '_____ of social media content is the most prevalent activity but must be served by the more taxing _____ of content.'?

a. Creation, distribution.

b. Consumption, creation.

c. Distribution, creation.

d. Creation, consumption.

e. Distribution, consumption.

Ans:B

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: The Social Consumption/Creation Matrix p.59

Difficulty Level: Medium

36. Which of the following are characterized by a low level of both creation and consumption, and are considered passive users with short attention spans?

a. Attention seekers.

b. Devotees.

c. Entertainment chasers.

d. Connection seekers.

e. Spectators.

Ans: C

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

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Answer Location: The Social Consumption/Creation Matrix p.60

Difficulty Level: Medium

37. Which of the following are the largest segment of social media participants?

a. Attention seekers.

b. Devotees.

c. Entertainment chasers.

d. Connection seekers.

e. Spectators.

Ans: D

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: The Social Consumption/Creation Matrix p.60

Difficulty Level: Medium

38. Which of the following have large networks, high social capital, and the ability to create and promote social content?

a. Attention seekers.

b. Devotees.

c. Entertainment chasers.

d. Connection seekers.

e. Spectators.

Ans: A

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

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Cognitive Domain: Conceptual

Answer Location: The Social Consumption/Creation Matrix p.59

Difficulty Level: Medium

39. Which of the following are ideal brand ambassadors?

a. Attention seekers.

b. Devotees.

c. Entertainment chasers.

d. Connection seekers.

e. Spectators.

Ans: B

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: The Social Consumption/Creation Matrix pp.59-60

Difficulty Level: Medium

40. Which of the following completes the statement, '_____ are motivated by the validation impulse, while _____ are motivated by the affinity impulse.' ?

a. Devotees, entertainment chasers.

b. Connection seekers, attention seekers.

c. Entertainment chasers, connection seekers.

d. Connection seekers, devotees.

e. Attention seekers, connection seekers.

Ans: E

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Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: The Social Consumption/Creation Matrix pp.59-60

Difficulty Level: Medium

41. Researchers from Ryerson University in Toronto categorized social media users into passive or active information seekers and passive or active participants. Which of the following is not one of the four segments that were identified?

a. Minimalists.

b. Observers.

c. Information Seekers.

d. Socializers.

e. Mavens.

Ans: B

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: A Typology of Social Utility pp.60-61

Difficulty Level: Medium

42. Which of the following completes the sentence, '_____ are characterized by highly interconnected people such as hobbyists, fans, or professional groups'?

a. Support networks

b. Tight crowds

c. Brand clusters

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d. Community clusters

e. Polarized crowds

Ans:B

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: Microblog User Types p.62

Difficulty Level: Medium

43. Which of the following are the two most important microblogs for marketers?

a. Support networks and brand clusters.

b. Tight crowds and support networks.

c. Brand clusters and tight crowds.

d. Community clusters and brand clusters.

e. Polarized crowds and support networks.

Ans: A

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: Microblog User Types p.62

Difficulty Level: Medium

44. Which of the following is not considered a microblog?

a. Support networks.

b. Tight crowds.

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c. Brand clusters.

d. Community clusters.

e. Polaroid crowds.

Ans: E

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: Microblog User Types p.62

Difficulty Level: Easy

45. Which of the following are geolocation techniques used by social media marketers?

a. Geofencing, geotargeting, beaconing.

b. Geofencing, geotargeting, tracking.

c. Geomapping, geotargeting, beaconing.

d. Geomapping, geotargeting, tracking.

e. None of the above.

Ans: A

Learning Objective: 1: Why do social media marketers need to understand the behavior of consumer segments? What are the bases of segmentation used to group consumers?

Cognitive Domain: Conceptual

Answer Location: Geographic Segmentation p.39

Difficulty Level: Medium

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46. Which of the following completes the following statement, '_____ is similar to _____ but the geographic parameters are more general, such as 50 miles from a zip code.'?

a. Beaconing, geofencing.

b. Geofencing, beaconing.

c. Geotargeting, geofencing.

d. Geofencing, geotargeting.

e. None of the above.

Ans: C

Learning Objective: 1: Why do social media marketers need to understand the behavior of consumer segments? What are the bases of segmentation used to group consumers?

Cognitive Domain: Conceptual

Answer Location: Geographic Segmentation p.39

Difficulty Level: Medium

47. Which of the following completes the statement, '_____ approaches slice up the market based on personality, motives, lifestyles, and attitudes and opinions.'?

a. Geographic segmentation.

b. Behavioral segmentation.

c. Market segmentation.

d. Demographic segmentation.

e. Psychographic segmentation.

Ans: E

Learning Objective: 1: Why do social media marketers need to understand the behavior of consumer segments? What are the bases of segmentation used to group consumers?

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Cognitive Domain: Conceptual

Answer Location: Psychographic Segmentation p.41

Difficulty Level: Medium

48. Which of the following completes the statement,' _____ measures the ability of brands to fit into how consumers manage their social media-centric lives.'?

a. Social influence.

b. Social currency.

c. Status.

d. Brand recognition.

e. None of the above.

Ans: B

Learning Objective: 1: Why do social media marketers need to understand the behavior of consumer segments? What are the bases of segmentation used to group consumers?

Cognitive Domain: Conceptual

Answer Location: Benefit Segmentation p.42

Difficulty Level: Medium

49. Which of the following best completes the statement, '_____ divides consumers into groups based on their actions.'?

a. Geographic segmentation.

b. Market segmentation.

c. Behavioral segmentation.

d. Demographic segmentation.

e. Psychographic segmentation.

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Ans: C

Learning Objective: 1: Why do social media marketers need to understand the behavior of consumer segments? What are the bases of segmentation used to group consumers?

Cognitive Domain: Conceptual

Answer Location: Behavioral Segmentation p.43

Difficulty Level: Easy

50. Which of the following completes the statement, 'A _____ is a snapshot of your ideal customer that tells a story using the information you used for segmentation (i.e., demographic, geographic, psychographic, benefits sought, and behaviour).'?

a. CRM.

b. Biographical outline.

c. Personality sketch.

d. Predictive model.

e. Buyer persona.

Ans: E

Learning Objective: 2: What are the elements of social identity? How do individuals build their social identities? How are these identities relevant to marketers?

Cognitive Domain: Conceptual

Answer Location: Behavioral Segmentation p.43

Difficulty Level: Medium

51. Which of the following completes the statement, 'The extent to which one worries about privacy and the risks related to the collection, unauthorized secondary use, errors in, and improper access of personal data is known as _____.'?

a. Intuitive concern.

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b. Considered concern.

c. Privacy paradox.

d. Privacy salience.

e. None of the above.

Ans: D

Learning Objective: 4: How can we explain the motives for participation in social media activities? What attitudes are most relevant for our understanding of social consumer behavior?

Cognitive Domain: Conceptual

Answer Location: Privacy Salience: How Much Do They Know and How Much Do You Care? p.55

Difficulty Level: Medium

52. Which of the following may explain Gartner's claim that half of all social media campaigns fail?

a. Firms often use the wrong budgeting techniques.

b. Social strategy is not matched to the target audience.

c. Firms tend to use secondary research.

d. Competitors run counter-campaigns to mitigate their influence.

e. None of the above.

Ans: B

Learning Objective: 4: How can we explain the motives for participation in social media activities? What attitudes are most relevant for our understanding of social consumer behavior?

Cognitive Domain: Application.

Answer Location: Social Media Segments p.56

Difficulty Level: Easy

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53. Which of the following completes the sentence, 'The _____ reflects how actively a segment uses social tools, how important those tools are within customer life cycle, how willingly they engage with brands in social media.'?

a. Social Media Score

b. Consumer Segment Score

c. Social Segmentation Score

d. Social Technographics Score

e. None of the above

Ans:D

Learning Objective: 4: How can we explain the motives for participation in social media activities? What attitudes are most relevant for our understanding of social consumer behavior?

Cognitive Domain: Conceptual

Answer Location: Social Technographics p.57

Difficulty Level: Medium

54. _____ demand social interactions with your company. These consumers constantly use social media to connect with companies, brands, and products.

a. Social Stars.

b. Social Savvies.

c. Social Snackers.

d. Social Skippers.

e. None of the above.

Ans: A

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

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Cognitive Domain: Conceptual

Answer Location: Social Technographics p.57

Difficulty Level: Medium

55. _____ expect social interactions with your company. Social media is still a part of their everyday lives and they frequently use social media to connect with companies, brands, and products.

a. Social Stars.

b. Social Savvies.

c. Social Snackers.

d. Social Skippers.

e. None of the above.

Ans: B

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: Social Technographics p.57

Difficulty Level: Medium

56. _____ appreciate social interactions with your company. They don't shy away from branded social interactions, but neither do they seek them out.

a. Social Stars.

b. Social Savvies.

c. Social Snackers.

d. Social Skippers.

e. None of the above.

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Ans: C

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: Social Technographics p.57

Difficulty Level: Medium

57. _____ spurn social interactions with your company. They rarely use social media to connect with companies, brands, and products.

a. Social Stars.

b. Social Savvies.

c. Social Snackers.

d. Social Skippers.

e. None of these.

Ans: D

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: Social Technographics p.57

Difficulty Level: Medium

58. According to Forrester's Social Technographics Model a _____ score measures the extent to which the target audience uses social media to learn about new brands as well as how likely they are to spread the word about their favorite products and services.

a. Discover.

b. Explore.

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c. Use.

d. Ask.

e. Engage.

Ans: A

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: Social Technographics p.58

Difficulty Level: Medium

59. According to Forrester's Social Technographics Model a _____ score gauges whether social media can be used to create purchase intent. This number measures how actively your audience consumes social content when they're considering products and making purchase decisions.

a. Discover.

b. Explore.

c. Use.

d. Ask.

e. Engage.

Ans: B

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: Social Technographics p.58

Difficulty Level: Medium

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60. According to Forrester's Social Technographics Model a _____ score measures likelihood of conversion using social media, the ultimate goal of the zone of social commerce.

a. Discover.

b. Explore.

c. Buy.

d. Ask.

e. Engage.

Ans: C

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: Social Technographics p.57

Difficulty Level: Easy

61. According to Forrester's Social Technographics Model a _____ score measures how common it is for a target segment to share product and service experiences, such as sharing what songs they're listening to on Spotify or comparing their workouts to that of other Fitbit users.

a. Discover.

b. Explore.

c. Use.

d. Ask.

e. Engage.

Ans: C

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

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Cognitive Domain: Conceptual

Answer Location: Social Technographics p.57

Difficulty Level: Medium

62. According to Forrester's Social Technographics Model a _____ score reflects whether social media is a valued channel for customer support.

a. Discover.

b. Explore.

c. Use.

d. Ask.

e. Engage.

Ans: D

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: Social Technographics p.57

Difficulty Level: Medium

63. According to Forrester's Social Technographics Model a _____ score gauges whether social media will be useful to build customer relationships.

a. Discover.

b. Explore.

c. Use.

d. Ask.

e. Engage.

Ans: E

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Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: Social Technographics p.57

Difficulty Level: Medium

64. Which of the following microblog user types defined by Pew Research Center is characterized by people who are passionately discussing an issue?

a. Polarized Crowds.

b. Tight Crowds.

c. Community Clusters.

d. Broadcast Networks.

e. Support Networks.

Ans: A

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: Microblog User Types p.62

Difficulty Level: Medium

65. Which of the following microblog user types defined by Pew Research Center is characterized by highly interconnected people such as hobbyists, fans, or professional groups?

a. Polarized Crowds.

b. Tight Crowds.

c. Community Clusters.

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d. Broadcast Networks.

e. Support Networks.

Ans: B

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: Microblog User Types p.62

Difficulty Level: Medium

66. Which of the following microblog user types defined by Pew Research Center is characterized by people talking about brands but generally not talking to each other?

a. Polarized Crowds.

b. Tight Crowds.

c. Brand Clusters.

d. Broadcast Networks.

e. Support Networks.

Ans: C

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: Microblog User Types p.62

Difficulty Level: Medium

67. Which of the following microblog user types defined by Pew Research Center is characterized by many people repeating prominent news items?

a. Polarized Crowds.

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b. Tight Crowds.

c. Community Clusters.

d. Broadcast Networks.

e. Support Networks.

Ans: D

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: Microblog User Types p.62

Difficulty Level: Medium

68. Which of the following microblog user types defined by Pew Research Center is characterized by handling customer complaints?

a. Polarized Crowds.

b. Tight Crowds.

c. Community Clusters.

d. Broadcast Networks.

e. Support Networks.

Ans: E

Learning Objective: 5: What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Cognitive Domain: Conceptual

Answer Location: Microblog User Types p.62

Difficulty Level: Medium

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