Test Bank for Social Media Marketing 5th Tuten

Access Complete Test Bank for Social Media Marketing 5th Tuten

Social Media Marketing (5th)

ISBN 9781529623819 | Chapter 1: The Social Media Environment

Total Questions: 70

Multiple Choice (70)

Q1. *[Multiple Choice]*

Which person best fits the description of a ‘Digital Native’?

a) Johnny, a college student, does not do anything in the morning until he checks his Instagram account for pictures from last night’s party. ✓ correct

b) Bob was raised during the 1980s when the Internet was not widespread.

c) Your mother remembers growing up without a personal computer in her home.

d) The first thing Grandpa Henry does in the morning is walk to the end of the driveway for the newspaper, his source for the daily news.

e) Bill Gates is the founder of Microsoft.

Q2. *[Multiple Choice]*

Whom of the following best fits the role of a ‘Digital Native?’

a) A current sophomore in college. ✓ correct

b) Your grandparents.

c) Bill Gates, founder of Microsoft.

d) Your 50-year-old uncle.

e) Larry Page, founder of Google.

Q3. *[Multiple Choice]*

Which of the following best explains what social media are?

a) Anything that involves delivering hosted services online.

b) The means to harness the collective knowledge of a crowd to solve problems and complete tasks.

c) The online means of communication, conveyance, collaboration and cultivation among interconnected and interdependent networks. ✓ correct

d) Sets of labels or tags that individuals choose in a way that makes sense to them, as opposed to using predefined keywords.

e) People who share their views about a product or service, even though they’re not affiliated with the company.

Q4. *[Multiple Choice]*

A synchronous interaction is best exemplified by which of the following?

a) Watching a YouTube commercial.

b) Posting a reply to a question on a discussion board within the week it was assigned.

c) Responding a day later to an email from your friend.

d) Reading through several blog posts on the Internet.

e) Text messaging back and forth with a friend. ✓ correct

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Q5. *[Multiple Choice]*

What is the difference between synchronous and asynchronous interactions?

a) Synchronous doesn't require all the participants to respond immediately; asynchronous occurs in real time.

b) Synchronous occurs in real time; asynchronous does not require all the participants to respond immediately. ✓ correct

c) Synchronous requires social media; asynchronous requires traditional media.

d) Synchronous requires traditional media; asynchronous requires social media.

e) Synchronous requires mass media; asynchronous requires personal media.

Q6. *[Multiple Choice]*

The social utility, Facebook, offers which type of interactions?

a) Synchronous interactions only.

b) Asynchronous interactions only.

c) Both synchronous and asynchronous interactions. ✓ correct

d) Neither synchronous nor asynchronous interactions.

e) These terms are not relevant to understanding the utility of Facebook.

Q7. *[Multiple Choice]*

Which of the following is not true about the phrase, 'a culture of participation'?

a) It is based on a belief in democracy.

b) It is one in which people freely interact with others.

c) It exists with open access to venues that allow users to share content.

d) It facilitates the power to build on the content of others from your own unique point of view.

e) It discourages people from passively lurking on social media websites. ✓ correct

Q8. *[Multiple Choice]*

Social media and traditional media are most alike in which regard?

a) Both are only used online.

b) Neither function in online settings.

c) Social and traditional media include only one channel and one vehicle within that channel.

d) Social and traditional media include several channels, and within each channel there are specific vehicles. ✓ correct

e) Social and traditional media are not alike in any way.

Q9. *[Multiple Choice]*

Broadcasts, digital channels and print that can reach a large number of people are examples of which type of media?

a) Bulk media

b) Personal media

c) Mass media ✓ correct

d) Social media

e) Individual media

Q10. *[Multiple Choice]*

Which of the following completes the sentence, 'Television, newspapers and magazines are _____ used to communicate a message'?

a) mediums ✓ correct

b) blogs

c) apps

d) vehicles

e) connections

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Q11. *[Multiple Choice]*

Which of the following completes the sentence, 'Christine maintains her _____ by indicating her status, availability, friend list and mood on Facebook'?

a) social well-being
b) social popularity
c) social presence ✓ correct
d) social identity
e) social commerce

Q12. *[Multiple Choice]*

Which of the following represents the three channels in the social community zone?

a) Social network sites, message boards and forums and wikis. ✓ correct
b) Micro-sharing sites, media sharing sites and news sites.
c) Social games and gaming sites, socially enabled console games and alternate reality games.
d) Reviews and ratings, deal sites and deal aggregators and social storefronts.
e) The Internet, social software and social media users.

Q13. *[Multiple Choice]*

Facebook applications apply to which of the following zones of social media?

a) Social community only
b) Social publishing only
c) Social entertainment and social commerce
d) Social commerce and social community ✓ correct
e) Social community, publishing, entertainment and commerce

Q14. *[Multiple Choice]*

Which of the following applies to friends or fans that communicate and share content in a variety of ways within a social networking site?

a) Social storefronts
b) Deal aggregators
c) Folksonomies
d) Connections ✓ correct
e) Tag clouds

Q15. *[Multiple Choice]*

Which of the following are the four channels of social publishing?

a) Social networking sites, message boards, forums and wikis.
b) Blogs, micro-sharing sites, media sharing sites, social bookmarking and news sites. ✓ correct
c) Social games and gaming sites, socially enabled console games, alternate reality games and virtual worlds.
d) Reviews and ratings, deal sites and deal aggregators, social shopping markets and social storefronts.
e) The Internet, social software, devices and social media users.

Q16. *[Multiple Choice]*

Which of the four zones of social media mainly assists in the dissemination of content to an audience?

a) Social community
b) Social commerce
c) Social entertainment
d) Social publishing ✓ correct
e) Social dissemination

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Q17. *[Multiple Choice]*

Which of the following best describes a social publishing site, such as a blog?

a) Operates like an online news source for which readers can share information, create discussions and learn about a narrow range of topics.
b) Information can only be maintained by journalists or specific organizations.
c) Operates like an online news source for which readers can share information, create discussions and learn about a wide range of topics. ✓ correct
d) Content is limited to text, graphics and video.
e) None of these.

Q18. *[Multiple Choice]*

The virtual worlds of Candy Crush and Mafia Wars are categorized under which zone of social media?

a) Social community
b) Social publishing
c) Social entertainment ✓ correct
d) Social commerce
e) Social punishment

Q19. *[Multiple Choice]*

Which of the following is considered the most advanced channel in the social entertainment zone?

a) Social entertainment
b) Social games ✓ correct
c) Social storefronts
d) Social identity
e) Social utility

Q20. *[Multiple Choice]*

Which social media zone primarily assists in the online buying and selling of products and services?

a) Social community
b) Social publishing
c) Social entertainment
d) Social commerce ✓ correct
e) Social punishment

Q21. *[Multiple Choice]*

Which of the following are examples of vehicles for each zone of social media?

a) Twitter, Groupon, LinkedIn, Second Life
b) YouTube, Twitter, LinkedIn, Second Life
c) Twitter, Groupon, YouTube, Second Life ✓ correct
d) YouTube, Groupon, TripAdvisor, Second Life
e) Twitter, Groupon, uGame, Second Life

Q22. *[Multiple Choice]*

What version of the Internet do we use as an interactive social system in which users are able to interact with senders?

a) Web 2.x ✓ correct
b) Facebook
c) Web 1.0
d) Twitter
e) Metaverse

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Q23. *[Multiple Choice]*

Which of the following best describes what Web 2.x is?

a) Is not available to use 24/7.
b) A one-way communication device.
c) Does not allow people to communicate through the Internet.
d) Is never accessed on smartphones.
e) A communication device for users and senders. ✓ correct

Q24. *[Multiple Choice]*

Which of the following completes the sentence, '_____ describes a process that harnesses the collective knowledge of a large group of people to solve problems and complete tasks'?

a) Crowdsourcing ✓ correct
b) Groupthink
c) Cloud computing
d) Blogging
e) Micro-sharing

Q25. *[Multiple Choice]*

Which of the following are considered examples of social software?

a) Apps
b) Widgets
c) Social services
d) Chatbots
e) All of these ✓ correct

Q26. *[Multiple Choice]*

Which of the following refers to 'an artificial intelligence computer software program that stimulates intelligent conversation via written or spoken text using a chat interface'?

a) Instant messenger
b) Chatbot ✓ correct
c) Digital native
d) Crowdsource
e) Channel host

Q27. *[Multiple Choice]*

Which of the following completes the sentence 'Social sites use complex mathematical formulas called _____ to personalize the content you see in your newsfeed, recommend friend connections and more.'?

a) algorithms ✓ correct
b) suggestions
c) gateways
d) signifiers
e) theorems

Q28. *[Multiple Choice]*

Which of the following completes the sentence '_____ enable organizations to leverage the value of crowdsourcing'?

a) the horizontal revolution
b) digital natives
c) reputation economies
d) network effects ✓ correct
e) perpetual betas

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Q29. *[Multiple Choice]*

Which of the following refers to ‘a paradigm in which all the objects around us could be connected anytime and anywhere’?

a) Internet of Things ✓ correct
b) Smart devices
c) Gateway
d) Crowdsourcing
e) Web 3.0

Q30. *[Multiple Choice]*

Which of the following completes the sentence, ‘Even devices that aren’t “smart” on their own can become so by using _____’?

a) an algorithm ✓ correct
b) a server
c) Web 2.0 technology
d) latent ties
e) an IoT gateway

Q31. *[Multiple Choice]*

Which of the following completes the sentence,’ _____ embraces software and processes that include the collective intelligence of a firm’s customers to more finely tune the offer and build intimacy between an organization and its customers?

a) data processing
b) algorithmic marketing
c) social CRM ✓ correct
d) social media listening
e) continuous modelling

Q32. *[Multiple Choice]*

Which of the following completes the sentence, ‘_____ refers to the actions an organization takes to correct mishaps and win back dissatisfied customers?

a) reputation recovery
b) service recovery ✓ correct
c) customer recovery
d) public relations recovery
e) none of these

Q33. *[Multiple Choice]*

Which of the following is NOT a core component of the Social Media Value Chain?

a) Infrastructure
b) Channels/Hosts
c) Supporting Software and Services
d) The Internet ✓ correct
e) Devices

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Q34. *[Multiple Choice]*

Which of the following are computer programs that enable users to interact, create and share data online?

a) Devices
b) Perpetual beta
c) Tag cloud
d) Crowdsourcing
e) Social software applications ✓ correct

Q35. *[Multiple Choice]*

Which of the following is considered to be social software?

a) An iPad
b) Pinterest ✓ correct
c) A Dell PC
d) An iPhone
e) An Internet-connected game console

Q36. *[Multiple Choice]*

Which of the following is not considered to be a device that supports the Social Media Value Chain?

a) A tablet
b) A Sony digital camera
c) A MacBook computer
d) A calculator ✓ correct
e) An Xbox

Q37. *[Multiple Choice]*

Which of the following completes the sentence, 'A person who shares their views about a product or service even though they are not affiliated with the company, is referred to as _____'?

a) a citizen journalist
b) a digital native
c) an advertiser
d) a netizen
e) a citizen advertiser ✓ correct

Q38. *[Multiple Choice]*

Which strategy refers to how a business earns money and is part of a company's overall business model?

a) Entertainment marketing
b) Social commerce
c) Monetization ✓ correct
d) Social entertainment
e) Cloud computing

Q39. *[Multiple Choice]*

Which of the following is referred to as the 'fifth P' of marketing?

a) Perception
b) Psychology
c) Person
d) Participation ✓ correct
e) Posting

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Q40. *[Multiple Choice]*

Which of the following completes the sentence, '_____ is a term that describes one-way communication delivered to the target audience and is the focal point of traditional marketing'?

a) crowdsourcing
b) social media
c) participation
d) push messaging ✓ correct
e) microblogging

Q41. *[Multiple Choice]*

Which form of marketing is characterized by improvements in interactivity and measurement, while retaining the primarily vertical flow of power in its channels of communication and distribution?

a) Social media marketing
b) Tradigital marketing ✓ correct
c) Participation marketing
d) Participation marketing
e) Push marketing

Q42. *[Multiple Choice]*

Which model's goal is to attract an audience's attention and then interrupt the programming to deliver a commercial message?

a) Search engine marketing
b) Social entertainment
c) The interruption-disruption model ✓ correct
d) The horizontal revolution
e) Cloud computing

Q43. *[Multiple Choice]*

Which of the following does<u>not</u>characterize tradigital marketing?

a) Mass and targeted online media
b) Push orientation
c) Attention gained via orientation ✓ correct
d) Personalization and relevance
e) Attention gained via interruption

Q44. *[Multiple Choice]*

Which of these three core types of media do marketers have access to when it comes to acquiring space in media to distribute brand messages?

a) Public relations, personal selling and advertising
b) Bought, sold and earned
c) Direct mail, advertising and personal selling
d) Deal sites, deal aggregators and social storefronts
e) Paid, owned and earned ✓ correct

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Q45. *[Multiple Choice]*

Which of the following is not included in the LARA framework that is used as part of a company's service recovery?

a) Listen to customer conversations.
b) Act on the company's needs. ✓ correct
c) Act on customer conversations.
d) Relate information to the company's existing information.
e) Analyse customer conversations.

Q46. *[Multiple Choice]*

Which of the following best completes the statement, 'Social media enable _____ in the form of communicating, creating, joining, collaborating, working, sharing, socializing, playing, buying and selling and learning within interactive and interdependent networks.'?

a) active participation. ✓ correct
b) passive participation.
c) virtual participation.
d) social participation.
e) none of these.

Q47. *[Multiple Choice]*

Which of the following best completes the statement, 'The social media value chain illustrates the _____ of social media participants and the _____ that make those activities possible.'?

a) core activities, components ✓ correct
b) attitudes, core competencies
c) competencies, components
d) core activities, competencies
e) none of these

Q48. *[Multiple Choice]*

Which of the following is not a piece that makes up the infrastructure of social media's techno-social system?

a) The participants
b) Social channels and vehicles
c) Backchannels ✓ correct
d) Software
e) The devices

Q49. *[Multiple Choice]*

Which of the following defines Web 1.0 and Web 2.0?

a) Web 1.0 was a network of connected information.
b) Web 1.0 was the era of cognition, in which a network of data producers served information to primarily passive consumers.
c) Web 2.0 connects networks of people in addition to networks of information.
d) Web 2.0 enables interactive capabilities in an environment characterized by user control, freedom and dialogue.
e) All of these. ✓ correct

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Q50. *[Multiple Choice]*

Which of the following best describes this situation: ‘Amazon’s ability to recommend books to you based upon what other people with similar interests bought in the past gets better as it tracks more and more people who enter search queries and make purchases.’ ?

a) Crowdsourcing
b) Network effect ✓ correct
c) Collective intelligence
d) Algorithmic tracking
e) None of these

Q51. *[Multiple Choice]*

Which of the following best completes the statement, ‘Organizations use _____ to benefit from the collective wisdom of crowds, but _____ ensures that there is sufficient participation for the _____ solution to be a good one.’?

a) network effects, crowdsourcing, networked
b) data mining, crowdsourcing, collectively intelligent
c) crowdsourcing, the network effect, crowdsourced ✓ correct
d) network effects, influence, crowdsourced
e) none of these

Q52. *[Multiple Choice]*

Which of the following completes the statement, ‘_____ makes it possible for people and machines to collaborate.’?

a) data mining
b) Web 2.0
c) collective intelligence
d) biomechanical engineering
e) Web 3.0 (The Semantic Web) ✓ correct

Q53. *[Multiple Choice]*

Which of the following completes the statement, ‘Devices will be contextually, socially and network aware and be able to dynamically create social connections between each other and connected people in order to offer services to each other and to jointly solve problems. In other words, social media will eventually serve to support _____’?

a) Web 3.0
b) data mining
c) social intelligence
d) collective intelligence ✓ correct
e) none of these

Q54. *[Multiple Choice]*

Email, surface mail, telephone and face-to-face conversations are examples of which type of media?

a) Bulk media
b) Personal media ✓ correct
c) Mass media
d) Social media
e) Individual media

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Q55. *[Multiple Choice]*

Which of the following completes the sentence, 'Within each medium, marketers can choose specific _____ to place a message.'?

a) mediums
b) blogs
c) apps
d) vehicles ✓ correct
e) connections

Q56. *[Multiple Choice]*

_____ describe channels of social media that focus upon relationships and the common activities people participate in with others who share the same interest or identification.

a) social identities
b) social presences
c) social communities ✓ correct
d) social connections
e) none of these

Q57. *[Multiple Choice]*

_____ are online hosts that enable site members to construct and maintain profiles, identify other members with whom they are connected, and participate by consuming, producing and/or interacting with content provided by their connections.

a) social networking sites (SNS) ✓ correct
b) micro-sharing sites
c) gaming consoles
d) social storefronts
e) social softwares

Q58. *[Multiple Choice]*

Which of the following applies to forums?

a) One of the oldest venues of social media.
b) Interactive, online versions of community bulletin boards.
c) They focus entirely on discussions among members.
d) Members participate by posting content including questions, opinions, news and photos.
e) All of these. ✓ correct

Q59. *[Multiple Choice]*

Which of the following completes the phrase, '_____ are collaborative online workspaces that enable community members to contribute to the creation of a useful and shared resource.'?

a) forums
b) threads
c) blogs
d) wikis ✓ correct
e) networks

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Q60. *[Multiple Choice]*

While social networks met the need for online communities, _____ made it possible for people to share their content, user-generated content (UGC), without the barriers and gatekeeping of traditional broadcast models.

a) social communities
b) social publishing ✓ correct
c) social gaming
d) social commerce
e) social entertainment

Q61. *[Multiple Choice]*

Which of the following is not one of the four social publishing use groups?

a) Individual users
b) Independent professionals
c) Professional contributors associated with organizations
d) Educational publications ✓ correct
e) Brands

Q62. *[Multiple Choice]*

_____ are websites that host regularly updated online content; they may include text, graphics, audio and video.

a) networks
b) profiles
c) blogs ✓ correct
d) hosts
e) none of these

Q63. *[Multiple Choice]*

Which of the following completes the sentence, 'A _____ could include a sentence, sentence fragment, embedded video or link to content residing on another site.'?

a) Mediashare
b) Reference
c) Microshare ✓ correct
d) Clickthrough
e) Phishing scheme

Q64. *[Multiple Choice]*

Which of the following completes the statement, 'The zone of _____ encompasses events, performances and activities designed to provide the audience with pleasure and enjoyment, experienced and shared using social media.'?

a) social community.
b) social entertainment ✓ correct
c) social publishing
d) social commerce
e) social utility

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Q65. *[Multiple Choice]*

Which of the following completes the statement, '_____ are hosted online and include opportunities for interaction with members of a player's network as well as the ability to _____ activities and gaming accomplishments to online profiles.'?

a) social games, tweet
b) virtual reality games, statuscast
c) alternate reality games, tweet
d) social games, statuscast ✓ correct
e) none of these

Q66. *[Multiple Choice]*

Which of the following completes the phrase, '_____ encompasses social shopping, social marketplaces and hybrid channels and tools that enable shared participation in a buying decision.'?

a) social shopping
b) a social storefront
c) social purchasing
d) collaborative purchasing
e) social commerce ✓ correct

Q67. *[Multiple Choice]*

Which of the following completes the phrase, '_____ is the active participation and influence of others on a consumer's decision-making process, typically in the form of opinions, recommendations and experiences shared via social media.'?

a) social shopping ✓ correct
b) a social storefront
c) social purchasing
d) collaborative purchasing
e) social commerce

Q68. *[Multiple Choice]*

Which of the following is true of 'psychic income'?

a) It is perceived value that is not expressed in monetary form.
b) It is also referred to as 'social currency'.
c) Brands pay influencers cash to promote their products.
d) It is perceived value that is not expressed in monetary form and is also referred to as 'social currency'. ✓ correct
e) None of these.

Q69. *[Multiple Choice]*

Which of the following best completes the statement, 'A _____ is a group of consumers once considered too small and inaccessible for marketers to pursue. Marketers are now able to offer _____ products that appeal to small, specialized groups or people.'?

a) niche market, niche
b) micromarket, specialized
c) niche market, specialized
d) micromarket, personalized
e) micromarket, niche ✓ correct

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Q70. *[Multiple Choice]*

Which of the following completes the sentence, '_____ embraces software and processes that include the collective intelligence of a firm's customers to more finely tune the offer and build intimacy between an organization and its customers.'?

a) data mining
b) social CRM ✓ correct
c) algorithmic marketing
d) service recovery
e) data warehousing

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