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Shared by Kirby on 06-06-2022

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Question 1

Question Type: MultipleChoice

The developers of a point-of-sale retail transaction software has a system error in their Web server. Users of the system were unable to upload data through their remote data entry service. The customer quickly grew angry about the situation and began posting negative comments on several popular social media sites and company's public message board. The company is in the response stage of managing the crisis. What should they do?

Options:

- A-** Post responses to the messages, explaining the problem and when it will be resolved.
- B-** Remove all postings from their message board and publicly deny the error on the popular social media sites.
- C-** Monitor the messages, to determine how many are posted, until the error is corrected. Then contact the message posters privately by phone or e-mail.
- D-** Prepare an executive report on the crisis. with recommendations for organizational changes to prevent similar incidents in the future.

Answer:

A

Question 2

Question Type: MultipleChoice

Erin has been assigned to grow the social media community for a health care provider association. She wants to include open job postings and mentoring sections in the community to help people network. What types of risks will she need to address as she develops the strategy for these community areas?

Options:

- A- Damage to reputation and legal issues.
- B- Regulatory compliance and privacy violations
- C- Cybercrime and financial loss
- D- Theft of intellectual property and corporate identity

Answer:

B

Question 3

Question Type: MultipleChoice

Sarah works for a company that sells professional-wear clothing for women both online and in select retail stores. She is conducting a SWOT analysis of the company's social media plan. Which of the following should she have completed first?

Options:

- A- Development of a persona.
- B- A social media audit and a list of social media goals.
- C- Analysis of current user demographic segmentation.
- D- A social media audit.

Answer:

B

Question 4

Question Type: MultipleChoice

A company noticed a recent spike in online posting about their products. In response, they increased the amount of paid advertising for that particular product. However, sales of the product dropped by 75% in the next 3 months. Which big data value component was missing from the analysis about the spike?

Options:

- A- Choice the company used an inadequate data analysis system
- B- Confidence the combined data had insufficient certainty.
- C- Complexity, data from multiple sources was poorly matched and imprecise.
- D- Context; most if the posts were complaints about product performance.

Answer:

D

Question 5

Question Type: MultipleChoice

Why is it important for an organization to use the same name, username and e-mail address across multiple social media platforms?

Options:

- A- It creates a social character that is engaging the community.
- B- So that followers from one platform will automatically become followers on another platform.
- C- So that others can manage the accounts when someone leaves.
- D- It improves brand recognition.

Answer:

D

Question 6

Question Type: MultipleChoice

Which organization is likely to experience the highest impact of implementing an aggressive social media marketing campaign?

Options:

- A- A large financial services company providing payroll processing
- B- A car manufacturer that makes trucks, sedans and hybrids
- C- A political campaign for mayor of a large city

D- A circus performance troupe that travels the country

Answer:

A

Question 7

Question Type: MultipleChoice

A startup business is designing fabric patterns for the home fashion industry. What kind of platforms will best meet the business' social media marketing needs?

Options:

A- Photo oriented sites, such as Instagram or Pinterest

B- Microblogging sites, such as Twitter.

C- Content sharing sites, such as Facebook or MySpace.

D- Professional networking sites, such as LinkedIn

Answer:

A

Question 8

Question Type: MultipleChoice

The author, graphic designer and publisher of a series of graphic novels will be making appearances to sign their work at a major fan conference. What would be the best strategy to attract the largest number of customers to the signing?

Options:

- A- Share videos of previous signings on YouTube.
- B- Schedule an event on Facebook.
- C- Update their biographies on LinkedIn.
- D- Post images from the novels to Pinterest.

Answer:

A

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