



Free Questions for 1D0-623 by vceexamstest

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Question 1

Question Type: MultipleChoice

Stuart is the social media risk manager for an international drone enthusiasts association. He has noticed various chapters around the world using images and copyrighted materials. What should Stuart do to ensure the association's social media sites are in compliance with the various legal regulations internationally?

Options:

- A-** Require users to accept a terms-of-use license and privacy policy before they can post any content
- B-** mail the users and request they show permission they are allowed to use the materials.
- C-** Contact the owners of the copyrighted materials and request a fee to remove the materials from the sites.
- D-** File a lawsuit against the users for posting copyrighted materials on his site.

Answer:

A

Question 2

Question Type: MultipleChoice

A company specialization in Europe river cruises wants to expand its business to ocean cruises. It has a growing base of followers on popular social media platforms. Which social media tool can they use to attract new followers who are interested in ocean cruising?

Options:

- A- Banner advertising
- B- Organic advertising
- C- Paid advertising
- D- Viral advertising

Answer:

B

Question 3

Question Type: MultipleChoice

A large grocery store chain has an print media operation. They publish weekly flyers to be inserted into newspapers. The also frequency send direct mail flyers. How can they best incorporate social media to their advertising mix?

Options:

- A- Post the weekly coupon flyer as a PDF.
- B- Post a link to their corporate Web site.
- C- Schedule promotion events at various store locations.
- D- Post recipes with coupons for the ingredients.

Answer:

C

Question 4

Question Type: MultipleChoice

A large paper products company has recently hired a new CEO She is blogging regularly on social media to discuss ways to improve products and reduce negative impact on the environment. Other leaders in the company have engaged in her blog discussions and shared with their departments. This behavior is known as:

Options:

- A- executive buy-in.
- B- market repositioning
- C- return on engagement (ROE)
- D- corporate reorganization

Answer:

A

Question 5

Question Type: MultipleChoice

A company has a goal of increasing revenue from social media sites by 15% in the next quarter. They know the costs of their paid advertising and internal resources to promote the social media platform. They also have a readily available metric (sales orders) and are collecting data on conversions from lead to sale. What is the company trying to calculate?

Options:

- A- Return on engagement
- B- Follower sentiment
- C- Customer loyalty
- D- Return on investment

Answer:

A

Question 6

Question Type: MultipleChoice

Drew is managing a social media advertising campaign. He has selected a popular social site. The site has a flat membership fee, plus a pay per-click fee. Drew will also be outsourcing the graphical design of the ads. What information do you need to calculate the cost-per-click of the campaign?

Options:

- A- Graphic design cost, membership fee. pay-per-click fee and total clicks made.
- B- Employee compensation, cost of goods sold and pay-per-click fee.
- C- Total budget amount, pay-per-click fee and total clicks made.
- D- E-commerce site listing fees. Wet* site development costs and pay-per-click fees.

Answer:

C

Question 7

Question Type: MultipleChoice

Bill owns a small, local video production company. His current customer base consists mostly of local musicians looking for live concert music videos and small start-up businesses in need of social media video advertising. His goal is to increase his bookings. When he creates a social media posting, which of the following messages would be an effective call to action?

Options:

- A- Share this with all of your friends

B- Watch this video compilation to see what services we have to offer.

C- Message me for details

D- Schedule a video shoot today, to receive a 10% discount

Answer:

D

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