

Test Bank to Accompany Social Media and Mobile Marketing Strategy

Chapter One

Multiple Choice

1. Yik Yak would best be described as a:
a) advertising platform
*b) social network
c) ecommerce site
d) texting service
e) course support tool
2. Brands have difficulty maintaining dominance in their categories as a result of social media because:
a) social media have changed the order of business for many firms
b) brand names are no longer the only signal of quality
c) social networks allow people to provide information about brands to others
d) new companies can use social media to enter previously closed markets
*e) all of the above
3. Brand names were valuable to companies because:
a) they were chosen by people who voted in social media
*b) brands signified a level of commitment by a company leading to trust
c) brands were owned by multiple firms who shared the profits
d) brands meant people could use the brand names for their own versions of products
e) Branded products are distributed broadly
4. What percentage of people say that brands affect their shopping behavior according to the text?:
a) 100%
b) 80%
c) 40%
*d) 25%
e) less than 5%
5. What are price premiums?:
a) everyday low prices for products in stores
b) prices charged by airlines to change tickets
c) prices ending with 99 to appear lower
d) prices for luxury items in online stores
*e) higher prices that brands command due to the value of their brand names
6. Pampers Hello Baby Pregnancy Calendar is a:

- a) game
- b) website
- *c) mobile application
- d) wall calendar
- e) blog

7. Which term best describes devices for access to a wide range of technological services that are portable?:

- *a) mobile technology
- b) social media
- c) social networking
- d) websites
- e) blogs

8. Which was the earliest online social network?:

- a) Facebook
- *b) Friendster
- c) MySpace
- d) bulletin boards
- e) Twitter

9. Which of the following strategies is free for a firm to execute?:

- a) youtube
- b) Facebook
- c) Twitter
- d) Snapchat
- *e) none of the above

10. Brands may be threatened by social media because:

- a) social media may take over their products and produce them
- b) social media lets brand engage online with customers
- *c) social media allow customers to communicate about brands
- d) most customers read information about brands on Twitter before buying
- e) social media leads to regulatory changes that impact brands

11. Which of the following is an example of a firm using social media for engagement?:

- a) McDonalds develops a mobile gaming application
- b) Coke runs banner ads on mobile web sites
- *c) Gap responds to customer service inquiries on Twitter
- d) Target has an eCommerce site selling its inventory
- e) People can subscribe to the LA Times and read news on their mobile devices

12. Which of the following is an example of media convergence?:

- a) The flow of Twitter posts merges with Facebook newsfeeds

- b) ads for McDonalds mimick ads for Burger King
- c) social media companies sell advertising space to companies
- *d) the film industry and the advertising industry offer new services to customers using elements of both
- e) Steven King releases his new novel on his website and does not sell it on Amazon

13. Which of the seven C's means that two industries get together to offer new products and services?:

- *a) convergence
- b) content driven
- c) calculable
- d) community-oriented
- e) comprehensive

14. When industries converge they:

- a) sell at higher prices
- *b) merge to create new products and services
- c) earn price premiums
- d) dissolve into separate entities
- e) connect with government to meet goals

15. Which of the following can social media NOT do for a firm?:

- a) increase search engine rankings
- *b) communicate on behalf of a company to customers
- c) provide a platform for companies to engage with customers
- d) reach a mass audience at one time
- e) provide information about online conversations

16. Which of the following does NOT represent a form of digital marketing?:

- a) emails sent to existing customers
- b) a company hosting a Facebook page
- c) brands that develop mobile gaming applications
- d) banner ads run on websites
- e) television commercials in prime time

17. What does ROI stand for?:

- a) review on internet
- b) release online information
- c) run online interaction
- *d) return on investment
- e) read only internet

18. What does ROI measure?:

- a) the effectiveness of social media strategies

- b) the cost of advertising campaigns
- *c) the amount of money a strategy generates after accounting for costs
- d) the value of the stock price after taxes and insurance
- e) mobile marketing applications costs to reach a certain number of customers

19. How has Facebook changed since brands started using it for their strategies?:

- a) Facebook no longer allows firms to host pages
- *b) Facebook does not send all company posts to those who 'like' or follow the company
- c) Facebook will not run ads aimed at their user base
- d) Facebook limits the information brands can access about customers
- e) Facebook takes a percentage of the sales a company makes when customers click through to a website from Facebook

20. A disruptive technology does each of the following except:

- *a) influence relatively few people and businesses
- b) change how people live and work
- c) alter the relationships among industries
- d) influence businesses in new ways
- e) change economic relationships among entities

21. Spending on digital media has surpassed each of the following EXCEPT?:

- *a) television
- b) outdoor
- c) radio
- d) magazines
- e) newspapers

22. What is the term that identifies the ads that run on Google's home page?:

- a) display ads
- *b) search engine ads
- c) creative ads
- d) mobile ads
- e) traditional ads

23. A personae is a:

- *a) a representation of oneself
- b) one's true personality
- c) a target market
- d) a set of customers
- e) a social network user profile

24. The merging of the ad industry and the movie industry represents which of the 7 C's?:

- *a) convergence
- b) community

- c) content-driven
- d) chaos
- e) cooperation

25. Canceractive, a support website for those with cancer is an example of which of the 7 C's?:

- a) convergence
- *b) community
- c) content-driven
- d) chaos
- e) cooperation

26. What led Coke and Pepsi to remove brominated vegetable oil from their products?:

- a) an act of Congress
- b) an FDA investigation
- *c) a Change.org petition
- d) President Obama
- e) the US Supreme Court

27. The term 'fragmented markets' means:

- a) people are easily reached with communications through mass media
- b) media options are limited
- *c) no one medium can reach broad groups of consumers
- d) there are more television shows online than on TV
- e) social media do not work

28. Which of the following is TRUE about mobile communications in the developing world?:

- a) there are no mobile networks
- *b) mobile is more prevalent than wired internet
- c) average citizens in the developing world do not have cell phones
- d) there is no access to social media in the developing world
- e) China does not allow social networking

29. In which country do people indicate they share the most about themselves online?:

- a) U.S.
- b) U.K.
- c) Canada
- *d) Turkey
- e) China

30. According to chapter one who are brand influencers?:

- a) customers who tweet about a brand
- b) employees who travel on behalf of a firm
- c) personae who represent themselves online
- d) customers located around the world

*e) employees who have permission to represent the company in social media

31. Which of the 7 C's does HMV's blunder of sending embarrassing tweets represent?

- a) convergence
- b) community
- c) content-driven
- *d) chaos
- e) cooperation

32. Which of the following is NOT digital content as described in chapter one?:

- a) blogs
- b) white papers
- c) videos
- d) photos
- *e) Facebook

33. Why should content contain certain key words?:

- *a) to increase search engine rankings
- b) to save money on advertising
- c) to focus the customers on buying
- d) to lead to ROI
- e) to become a trending tweet

34. What type of company is Alibaba?:

- *a) a site for buyers and sellers
- b) an online photo site
- c) a newsfeed platform
- d) a radio station
- e) none of the above

Answer: a) a site for buyers and sellers

35. Which is the best measure of financial success of a social media strategy?:

- a) tweets
- b) net new followers
- c) repins
- d) likes
- *e) return on investment

36. Which of the following allow a business to determine the stream of clicks from websites a person visited prior to arriving at a website?:

- a) Facebook
- b) Twitter
- *c) Google Analytics

- d) Bing
- e) Amazon

37. IMC stands for:

- a) internet media company
- b) inter modal communication
- c) internet managed communication
- d) internal materials coordinator
- *e) Integrated marketing communications

38. Which of the following is an example of IMC?:

- a) Toshiba offers a flat screen TV with 3D capability
- b) Samsung negotiates a deal with Twitter to run ads on people's Twitter feeds
- c) Sony runs a television ad to reach people in prime time
- *d) IBM reaches chief information officers with a blog, website, mobile app, IT magazine ads with the same message
- e) none of the above

39. IMC helps brands do each of the following EXCEPT:

- a) build a brand personality
- b) communicate messages to target markets
- *c) ensure a strong ROI
- d) create campaigns that reinforce messages
- e) develop a consistent communications strategy

40. When brands use Facebook, Twitter, Pinterest and Snapchat for their communications strategies they are using which of the following?:

- a) paid
- b) owned
- c) earned
- d) social
- *e) more than one of the above is true

41. Which of the following best represents an owned media strategy?:

- a) running ads on Snapchat
- b) a YouTube video that goes viral
- *c) setting up an ecommerce website
- d) getting bloggers to write about your brand of facial cleanser
- e) managing a Facebook page

42. Which of the following should a marketer do before executing a social media strategy?:

- a) set goals
- b) determine the social media behavior of the target
- c) set up a Facebook page

d) film a YouTube video

*e) both a and b

Essay Questions

1. Explain how brands are both threatened by social media and can benefit from them.
2. AT&T mobile services would like to develop a social media strategy. What must the management team do prior to execution?
3. Choose one of the 7C's and explain how a particular business was affected by that trend.