

Chapter 01-Why Social Media?

True / False

1. According to the text, social media is only being adopted by younger populations.

- a. True
- b. False

ANSWER: False

2. Only large corporations have been successful in measuring the return from their social media marketing efforts.

- a. True
- b. False

ANSWER: False

3. Social media marketing is based on marketing principles that have been around for years.

- a. True
- b. False

ANSWER: True

4. According to the text, the reason why social media marketing is such a growth industry right now is because corporate marketers are planning on using external resources for their new social media efforts.

- a. True
- b. False

ANSWER: False

5. According to the text, SMM employs word-of-mouth marketing.

- a. True
- b. False

ANSWER: True

6. Marketing investment in social media is forecast to increase.

- a. True
- b. False

ANSWER: True

Multiple Choice

7. Which of the following is not one of the seven myths of SMM?

- a. SMM is too time-consuming.
- b. SMM isn't right for most businesses.
- c. There is no return on investment on SMM.

- d. Social media is just for the young.
- e. Social media is just a fad.

ANSWER: b

8. Which of the following is not an important aspect to social media marketing?

- a. Creating buzz through content to attract attention
- b. Finding ways for the fans and users to share a company's message through various social channels
- c. Ensuring the product message is always paramount
- d. Developing two-way online conversations with users
- e. Monitoring and responding

ANSWER: e

9. Social media marketing is a form of what type of marketing?

- a. Social networking
- b. Online advertising
- c. Word of mouth
- d. Paid search
- e. Direct mail

ANSWER: c

10. Which firm is credited with creating "the perfect business apology"?

- a. Wikipedia
- b. Facebook
- c. JetBlue
- d. Twitter
- e. None of these.

ANSWER: c

11. Which of the following is one way to manage the time invested in social media marketing?

- a. Leverage tools like Hootsuite that are designed to improve efficiencies.
- b. Hire an outside agency.
- c. Only spend time on one social media site at a time.
- d. Install times on employee computers to monitor time spent on social media.
- e. None of these.

ANSWER: a

12. Which of the following is considered the earliest ancestor of social media?

- a. ARPANET
- b. Email
- c. Telegram
- d. Whole Earth 'Lectronic Link
- e. USENET

ANSWER: e

13. SMM is different because:

- a. it does not employ traditional marketing methods in the usual way.
- b. it does not control the content of the message.
- c. it emphasizes audience contribution.
- d. all of these.
- e. none of these.

ANSWER: d

14. In order to be a successful social media marketer, you need a number of technical and personal skills. Which of the following is not considered vital?

- a. Basic computer skills
- b. Good listening skills
- c. Strong reading and comprehension skills
- d. A big ego
- e. A sense of humor

ANSWER: d

15. According to the text, social media is a part of a larger media ecosystem made up of:

- a. paid media.
- b. bought media.
- c. owned media.
- d. A, B, and C.
- e. A and C

ANSWER: e

16. Why is social media so attractive for consumers?

- a. It is free.
- b. It allows for more insight and creativity.
- c. It gives the consumer more power.
- d. It is used by everybody.
- e. It allows consumers to vent about bad customer service.

ANSWER: c

17. Which is a true statement?

- a. B2B firms cannot benefit from social media.
- b. Over half of U.S. adults over the age of 65 were Internet users.
- c. Social media is only for certain companies and industries.
- d. Monitoring social media is an inefficient use of company time.
- e. Most people do not spend that much time using social media.

ANSWER: b

18. What is the primary lesson behind the "United Breaks Guitars" case?

- a. Online video has the power to reach millions of people at a very low cost.

- b. Companies must be active in monitoring their brands online in order to respond in a timely manner to customer issues.
- c. A well-executed PR strategy can help control negative social media messages.
- d. Social media is only effective for customer complaints.
- e. Customer service should not be outsourced.

ANSWER: b

Subjective Short Answer

19. Identify two ways that social media marketing differs from traditional marketing.

ANSWER: 1.Control vs. Contribute: Traditional marketing attempts to control the message, while social media marketing is about engaging users and getting them to contribute to the conversation.2.Trust Building: Social media marketing is about developing trust with consumers and building relationships with them.

20. Name and describe one best practice for social media marketing.

ANSWER: Begin with a strategy backed by a SMM plan. Random or inconsistent use of social media will not produce any benefits.