***Unit-3 MCQ***

***Social Network Analysis***

1. Who Social networks are organized primarily \_\_\_\_\_\_\_\_\_\_.  
   a. brands  
   b. people  
   c. discussions  
   d. interests

**Correct Answer: (b)**

1. Social networks have an information-sharing capacity. As such, a great distribution channel for?  
   a. customer feedback  
   b. viral content  
   c. exclusive coupons  
   d. marketing messages

**Correct Answer: (d)**

1. \_\_\_\_\_\_\_\_\_\_\_ social network is considered the most popular for business-to-business marketing?  
   a. Facebook  
   b. Orkut  
   c. Ryze  
   d. LinkedIn

**Correct Answer: (d)**

1. Advantage a non–profit has when opening a private social network \_\_\_\_\_\_  
   a. the start-up cost of a private social network  
   b. spends more time using social networks.  
   c.it has an immediate user base of people interested in the cause.  
   d. supporters have a higher tolerance for messages.

**Correct Answer: (c)**

1. Larger social networking sites  
   a. will force niche social networks.  
   b. social media trends.  
   c.to see declining growth rates.  
   d. better fit for non-profit organizations.

**Correct Answer: (b)**

1. Facebook and linked are popular social networks globally.  
   a. True  
   b. False  
   c. maybe  
   d. Maybe not

**Correct Answer: (b)**

1. When marketing with social networks is to identify the goals.  
   a. True  
   b. False  
   c. maybe  
   d. Maybe not

**Correct Answer: (a)**

1. Facebook Places is targeted to large brands.  
   a. True  
   b. False  
   c. maybe  
   d. Maybe not

**Correct Answer: (b)**

1. best practice to interact under a personal account on LinkedIn.  
   a. True  
   b. False  
   c. maybe  
   d. Maybe not

**Correct Answer: (a)**

1. white label social network’s primary difference is that it is privately run by a nonprofit organization.  
   a. True  
   b. False  
   c. maybe  
   d. Maybe not

**Correct Answer: (a)**

1. \_\_\_\_\_\_\_\_\_\_\_methods of social network marketing should a company always use.  
   a. Blogging the only  
   b. Twitter, Blogs, Facebook  
   c. YouTube  
   d. Depends on the company and its product

**Correct Answer: (b,d)**

1. \_\_\_\_\_\_\_\_\_\_ are the term updates by Twitter users.  
   a. Tweets  
   b. Tweats  
   c. Twinks  
   d. Posts

**Correct Answer: (a)**

1. What is meant by “guerilla marketing”?  
   a. Using resources such as time  
   b. Using advertising spots  
   c. Having a large-scale marketing  
   d. Using television ads

**Correct Answer: (a,b,c)**

1. What is meant by Brand Management?  
   a. Managing the marketing staff  
   b. Management of the marketing budget  
   c. The company executive management  
   d. Creating a consistent image for the company

**Correct Answer: (c,d)**

1. Why is it important to post to a blog?  
   a. It reduces the cost per blog post  
   b. Keep readers engaged  
   c. the social media marketing specialist  
   d. It allows more chances

**Correct Answer: (b)**

1. \_\_\_\_\_\_\_\_\_\_\_is an important aspect of creating blogs and posting content?  
   a. Using a witty username  
   b. Posting at least once a month  
   c. Social Media Optimization  
   d. Using humour

**Correct Answer: (a,b,c)**

1. What is a “vlog”?  
   a. Video Log  
   b. Video blog  
   c. Log of blog activity  
   d. new technology to aid in blogging

**Correct Answer: (b,d)**

1. \_\_\_\_\_\_\_\_\_\_\_ a company do on Facebook apart from their page?  
   a. Post more updates  
   b. Post controversial  
   c. Use several pictures  
   d. both companies originated and posting to other groups

**Correct Answer: (d)**

1. How can a company ensure that the proper audience finds their YouTube videos?  
   a. Post links on the company blog  
   b. no method to effectively direct people to company videos  
   c. Use of keywords  
   d. Sending out mail advertisements

**Correct Answer: (a,c)**

1. In a company that should own the social marketing plan?  
   a. Head of Marketing  
   b. CFO  
   c. President  
   d. Operational staff

**Correct Answer: (a,b)**

1. What is meant by “micro-blogging”?  
   a. Blogging daily  
   b. Blogs that are posted by companies  
   c. Blogs with limited individual posts  
   d. Blogging from mobile devices

**Correct Answer: (a,c)**

1. What is meant by A/B testing in marketing?  
   a. Testing of 2 different products  
   b. Testing 2 versions of an advertisement to best response  
   c. testing of medical products before legally allowing  
   d. Testing via 2 mediums, TV, radio

**Correct Answer: (b)**

1. What is “social media optimization”?  
   a. easily creates publicity via social networks  
   b. Writing clear content  
   c. Creating short content which is easily indexed  
   d. create content for social networks hiring people

**Correct Answer: (a)**

1. What place does Pricing have in marketing?  
   a. Higher prices guarantee higher revenue stream  
   b. The company should actively market  
   c. tested to see what elicits the best consumer response  
   d. Marketing based on the pricing level

**Correct Answer: (c)**

1. What would the marketing budget section of a marketing plan detail?  
   a. The cost to write the plan  
   b. The expected costs for each ad campaign  
   c. The overall marketing budget for a year  
   d. The marketing personnel job descriptions

**Correct Answer: (b,c)**