

# Business Analytics



UNIVERSITAT DE  
BARCELONA

Facultat d'Economia  
i Empresa

# Test Solutions

- In general we will define social media data as:
  - **A) Data generated within a self-named social media platform.**
  - B) Data generated in web sites, blogs, mobile apps, streaming services, and so forth
  - C) All other answers are correct.
- Elements of social media analytics are:
  - A) Users.
  - B) Business.
  - C) Brand Performance and Brand Asset Valuation.
  - **D) All other answers are correct.**

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- Depending on your affiliation or activity users can have the following roles:
  - A) Users, business or authorities.
  - **B) Users, followers or authors.**
  - C) Followers, haters or influencers.
  - D) All other answers are correct
- The difference between Unique Followers and Profile Specificity is:
  - **A) Profile Specificity are Unique Followers than only follow the profile of a competitor/business.**
  - B) There is no difference, is the same concept.
  - C) Unique Followers are not included in Profile Specificity count.
  - D) All other answers are correct.

# Test Solutions

- Depending on the scope and tone of the user activity, we have the following roles:
  - A) Influencer. They must have a large number of followers
  - B) Ambassador. Where most of their mentions are in positive tone.
  - C) Trolls. Where most of their mentions are in negative tone.
  - **D) All other answers are correct.**
- One indicator used to measure Brand Performance is:
  - A) Public Relations. Cost of acquiring a contract.
  - B) Deep. Value of interactions with consumers.
  - **C) Engagement. Direct interaction of the community with the Business Strategy.**
  - D) All other answers are correct



# Thank You



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