

MCQ 1

[Easy] Question: What is social media marketing primarily used for?

- A) Building personal relationships
- B) Selling or promoting a brand, product, or service
- C) Connecting with old friends
- D) Sharing personal photos and videos

Correct Answer: B

MCQ 2

[Easy] Question: What is the first step in creating a winning social media strategy?

- A) Creating compelling content
- B) Establishing your objectives and goals
- C) Analyzing your competition
- D) Setting up social media accounts

Correct Answer: B

MCQ 3

[Medium] Question: Which of the following is NOT a characteristic of a well-defined social media goal?

- A) Specific
- B) Measurable
- C) Viral
- D) Attainable

Correct Answer: C

MCQ 4

[Easy] Question: Which metric is considered a "vanity metric"?

- A) Conversion rate
- B) Click-through rate
- C) Number of followers
- D) Engagement rate

Correct Answer: C

MCQ 5

[Medium] Question: What does CPC stand for in social media marketing?

- A) Cost per click
- B) Content per click
- C) Customer per click
- D) Conversion per click

Correct Answer: A

MCQ 6

[Easy] Question: What is a social media strategy?

- A) A random collection of posts
- B) A document outlining your social media goals and tactics
- C) A list of all your social media accounts
- D) A way to connect with friends and family

Correct Answer: B

MCQ 7

[Hard] Question: According to the text, what should a good social media plan define in addition to goals and tactics?

- A) Budget allocation for each platform
- B) Content creation software to be used

- C) Roles and responsibilities within the team
- D) Number of posts per day on each platform

Correct Answer: C

MCQ 8

[Medium] Question: In step 2, creating audience personas involves understanding characteristics like:

- A) Age and location
- B) Website traffic sources
- C) Competitor's marketing strategies
- D) Content creation tools

Correct Answer: A

MCQ 9

[Easy] Question: What is the purpose of conducting a competitive analysis?

- A) To copy your competitor's strategies
- B) To understand your competition and identify opportunities
- C) To criticize your competition's efforts
- D) To ignore your competition completely

Correct Answer: B

MCQ 10

[Medium] Question: What is social listening?

- A) Monitoring conversations and mentions related to your brand and competitors
- B) Listening to music while using social media
- C) Responding to every comment on your posts
- D) Creating podcasts for your social media audience

Correct Answer: A

MCQ 11

[Easy] Question: What should you do during a social media account audit?

- A) Delete all your old posts
- B) Evaluate what's working and what's not
- C) Change your profile picture and cover photo
- D) Unfollow all your competitors

Correct Answer: B

MCQ 12

[Easy] Question: When setting up social media profiles, what should you ensure regarding branding?

- A) Use different logos for each platform
- B) Use inconsistent brand colors and fonts
- C) Use consistent branding across all networks
- D) Copy your competitor's branding

Correct Answer: C

MCQ 13

[Medium] Question: What is the purpose of a social media content calendar?

- A) To randomly post content whenever you feel like it
- B) To schedule and plan your social media activities
- C) To track your website traffic
- D) To analyze your competitor's activities

Correct Answer: B

MCQ 14

[Hard] Question: What does the Results section's "Social Media Marketing Plan for Restaurant Website" primarily focus on?

- A) A theoretical framework for social media marketing
- B) A practical application of the theory discussed in the text
- C) A comparison of different social media platforms
- D) A critique of existing restaurant marketing strategies

Correct Answer: B

MCQ 15

[Easy] Question: What is recommended for the "About Section" of a restaurant's Facebook page?

- A) A brief, generic description
- B) A long, rambling story about the restaurant's history
- C) A compelling, keyword-rich description
- D) Contact information only

Correct Answer: C

MCQ 16

[Medium] Question: Which of the following is NOT a suggested marketing goal for the restaurant in the Results section?

- A) Increase brand awareness
- B) Offer free meals to all followers
- C) Drive traffic to website
- D) Engage community

Correct Answer: B

MCQ 17

[Easy] Question: What type of content is recommended for the restaurant to post on Facebook?

- A) Images of dishes and ambiance
- B) Irrelevant content about unrelated topics
- C) Negative reviews from competitors
- D) Personal photos of the restaurant owner

Correct Answer: A

MCQ 18

[Hard] What "opportunity" is identified in the competitive analysis of the restaurant's competitors?

- A) Lowering prices to undercut the competition
- B) Copying the competitor's successful strategies
- C) Leveraging consistent content posting and UGC
- D) Ignoring social media marketing altogether

Correct Answer: C

MCQ 19

[Medium] What is one of the weaknesses identified for "Competitor 2" in the restaurant example?

- A) High quality images
- B) Inconsistent posting schedule
- C) Strong Facebook presence
- D) Regular promotions and offers

Correct Answer: B

MCQ 20

[Easy] What should the restaurant do with customer reviews on their Facebook page?

- A) Ignore them
- B) Delete negative reviews
- C) Respond professionally to both positive and negative feedback
- D) Only respond to positive reviews

Correct Answer: C

MCQ 21

[Easy] Which social media platform is the focus of this experiment?

- A) Instagram
- B) Twitter
- C) Facebook
- D) LinkedIn

Correct Answer: C

MCQ 22

[Medium] What is the recommended approach for setting a posting schedule for social media?

- A) Post randomly throughout the day
- B) Post only during business hours
- C) Use a social media content calendar to plan and schedule posts
- D) Post as frequently as possible, regardless of content quality

Correct Answer: C

MCQ 23

[Hard] The experiment mentions tracking "meaningful metrics." Which of the following is an example

of a meaningful metric according to the text?

- A) Number of likes on a post
- B) Number of followers
- C) Conversion rate from social media traffic to website purchases
- D) Number of shares a post receives without leading to any further action

Correct Answer: C

MCQ 24

[Easy] What is the primary purpose of the "Procedure" section in the experiment document?

- A) To explain the theoretical background of social media marketing
- B) To outline the steps students need to follow to complete the experiment
- C) To provide examples of successful social media campaigns
- D) To list resources for further learning about social media marketing

Correct Answer: B

MCQ 25

[Medium] According to the experiment, what is essential for aligning social media efforts with business objectives?

- A) Focusing solely on increasing follower count
- B) Choosing social media goals that align with overall marketing objectives
- C) Posting frequently regardless of relevance to the target audience
- D) Ignoring competitor activity on social media

Correct Answer: B