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**QUESTION 1**

A large paper products company has recently hired a new CEO. She is blogging regularly on social media to discuss ways to improve products and reduce negative impact on the environment. Other leaders in the company have engaged in her blog discussions and shared with their departments. This behavior is known as:

- A. executive buy-in.
- B. market repositioning
- C. return on engagement (ROE)
- D. corporate reorganization

Correct Answer: A

QUESTION 2

A marketing team has received a report that identifies several target audiences. They develop a plan to offer new products to the audiences based on the data in the report.

What stage of social media mining is this?

- A. Target data preprocessing
- B. Evaluation and interpretation
- C. Data transformation
- D. Data mining and patterning

Correct Answer: A

QUESTION 3

The developers of a point-of-sale retail transaction software have a system error in their Web server. Users of the system were unable to upload data through their remote data entry service. The customer quickly grew angry about the situation and began posting negative comments on several popular social media sites and company's public message board. The company is in the response stage of managing the crisis. What should they do?

- A. Post responses to the messages, explaining the problem and when it will be resolved.
- B. Remove all postings from their message board and publicly deny the error on the popular social media sites.
- C. Monitor the messages, to determine how many are posted, until the error is corrected. Then contact the message posters privately by phone or e-mail.
- D. Prepare an executive report on the crisis, with recommendations for organizational changes to prevent similar incidents in the future.



Correct Answer: A

QUESTION 4

Matthew and Ashely are trying to decide whether their company would benefit from having an instagram account. What is some of the demographic information they must consider in order to make this decision?

- A. Marital status, customer income and brand loyalty
- B. Age of their customers, customer income and gender
- C. Geography, favorite activities and customer income
- D. Gender, personality and geographic segment

Correct Answer: B

QUESTION 5

Allan works for an event planning company and is creating a curated content article about the ten best games for breaking the ice at parties. He has found articles on the Internet, describing various games, which he wants to incorporate into his own content

Which of the following is a best practice for using curated content ethically?

- A. Use the full text from two articles, plus snippets from others with links to the original articles\\' Web sites
- B. Create a new title, links to the original sources and add personal editorial comments
- C. Choose multiple articles, pull snippets from them and use one of the titles from the articles.
- D. Use the images and full text from the longest article, add personal editorial comments and create a new title.

Correct Answer: B

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