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**QUESTION 1**

A marine biology expert works as a guide with a whale-watching tour company. He wants to communicate information on Scientific research, videos of whale sighting and other events to potential tour customer and whale conservation. He also wants to share information from this industry peers. Which social media tool can he use to meet these needs?

- A. Live streaming
- B. Business blog
- C. Micro blog
- D. Webinar

Correct Answer: C

QUESTION 2

The developers of a point-of-sale retail transaction software has 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 3

A startup business is designing fabric patterns for the home fashion industry

What kind of platforms will best meet the business's social media marketing needs?

- A. Photo oriented sites, such as Instagram or Pinterest
- B. Microblogging sites, such as Twitter.
- C. Content sharing sites, such as Facebook or MySpace.
- D. Professional networking sites, such as LinkedIn

Correct Answer: A

**QUESTION 4**

Jenn works for a company that sells non-toxic, environmentally friendly cleaning products. She is making a list of content she would like to use in the social media campaign.

What content should she create in order to have an impact across multiple social media platforms?

- A. Several trendy collage images with various filters, an elaborate infographic explaining the chemistry behind their cleaning products and video interviews with various members of the marketing and sales team
- B. A profile and a cover photo to repurpose across all platforms and a full length video of an infomercial the company recently aired on regional television
- C. Images that contain the brand color scheme and products, infographics on the impact of toxic cleaning chemicals on the environment compared to their products and videos demonstrating how well the products work
- D. A wide variety of images with eye-popping color schemes, infographics similar to their competitors' and a podcast discussing how well their products work

Correct Answer: C

QUESTION 5

Kameron is assigned to minimize the vulnerabilities in his company's social media communications and online chatting features. His company is launching a new product. Information about the new product has been leaked to the public, ahead of schedule. To mitigate the situation, Kameron first focused on redefining who has access to new product information.

What would be the next area to improve?

- A. Update computers to eliminate system vulnerabilities and to prevent theft of intellectual property.
- B. Provide training for all employees in the company regarding legal and regulatory compliance.
- C. Eliminate ambiguous policies and inconsistent procedures for the roles with access to the new product information.
- D. Implement regular reviews of outbound communications.

Correct Answer: C

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