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| **True / False** |

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| 1. According to the text, social media is only being adopted by younger populations.​   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | |

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| 2. Only large corporations have been successful in measuring the return from their social media marketing efforts.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | |

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| 3. Social media marketing is based on marketing principles that have been around for years.​   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 4. According to the text, the reason why social media marketing is such a growth industry right now is because corporate marketers are planning on using external resources for their new social media efforts.​   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | |

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| 5. According to the text, SMM employs word-of-mouth marketing.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 6. ​Marketing investment in social media is forecast to increase.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| **Multiple Choice** |

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| 7. ​Which of the following is **not** one of the seven myths of SMM?   |  |  |  | | --- | --- | --- | |  | a. | SMM is too time-consuming.​ | |  | b. | ​SMM isn't right for most businesses. | |  | c. | ​There is no return on investment on SMM. | |  | d. | ​Social media is just for the young. | |  | e. | ​Social media is just a fad. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 8. Which of the following is not an important aspect to social media marketing?​   |  |  |  | | --- | --- | --- | |  | a. | ​Creating buzz through content to attract attention | |  | b. | ​Finding ways for the fans and users to share a company's message through various social channels | |  | c. | ​Ensuring the product message is always paramount | |  | d. | ​Developing two-way online conversations with users | |  | e. | ​Monitoring and responding |  |  |  | | --- | --- | | *ANSWER:* | e | |

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| 9. ​Social media marketing is a form of what type of marketing?   |  |  |  | | --- | --- | --- | |  | a. | ​Social networking | |  | b. | ​Online advertising | |  | c. | ​Word of mouth | |  | d. | ​Paid search | |  | e. | ​Direct mail |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 10. Which firm is credited with creating "the perfect business apology"?​   |  |  |  | | --- | --- | --- | |  | a. | ​Wikipedia | |  | b. | ​Facebook | |  | c. | ​JetBlue | |  | d. | ​Twitter | |  | e. | ​None of these. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 11. ​Which of the following is one way to manage the time invested in social media marketing?   |  |  |  | | --- | --- | --- | |  | a. | ​Leverage tools like Hootsuite that are designed to improve efficiencies. | |  | b. | ​Hire an outside agency. | |  | c. | ​Only spend time on one social media site at a time. | |  | d. | ​Install times on employee computers to monitor time spent on social media. | |  | e. | ​None of these. |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 12. ​Which of the following is considered the earliest ancestor of social media?   |  |  |  | | --- | --- | --- | |  | a. | ​ARPANET | |  | b. | ​Email | |  | c. | ​Telegram | |  | d. | ​Whole Earth 'Lectronic Link | |  | e. | ​USENET |  |  |  | | --- | --- | | *ANSWER:* | e | |

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| 13. SMM is different because:​   |  |  |  | | --- | --- | --- | |  | a. | ​it does not employ traditional marketing methods in the usual way. | |  | b. | ​it does not control the content of the message. | |  | c. | ​it emphasizes audience contribution. | |  | d. | ​all of these. | |  | e. | ​none of these. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 14. In order to be a successful social media marketer, you need a number of technical and personal skills. Which of the following **is not** considered vital?​   |  |  |  | | --- | --- | --- | |  | a. | ​Basic computer skills | |  | b. | ​Good listening skills | |  | c. | Strong reading and comprehension skills | |  | d. | ​A big ego | |  | e. | ​A sense of humor |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 15. ​According to the text, social media is a part of a larger media ecosystem made up of:   |  |  |  | | --- | --- | --- | |  | a. | ​paid media. | |  | b. | ​bought media. | |  | c. | ​owned media. | |  | d. | ​A, B, and C. | |  | e. | ​A and C |  |  |  | | --- | --- | | *ANSWER:* | e | |

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| 16. ​Why is social media so attractive for consumers?   |  |  |  | | --- | --- | --- | |  | a. | ​It is free. | |  | b. | ​It allows for more insight and creativity. | |  | c. | ​It gives the consumer more power. | |  | d. | ​It is used by everybody. | |  | e. | ​It allows consumers to vent about bad customer service. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 17. Which is a **true** statement?​   |  |  |  | | --- | --- | --- | |  | a. | ​B2B firms cannot benefit from social media. | |  | b. | ​Over half of U.S. adults over the age of 65 were Internet users. | |  | c. | ​Social media is only for certain companies and industries. | |  | d. | ​Monitoring social media is an inefficient use of company time. | |  | e. | ​Most people do not spend that much time using social media. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 18. What is the primary lesson behind the "United Breaks Guitars" case?​   |  |  |  | | --- | --- | --- | |  | a. | ​Online video has the power to reach millions of people at a very low cost. | |  | b. | ​Companies must be active in monitoring their brands online in order to respond in a timely manner to customer issues. | |  | c. | ​A well-executed PR strategy can help control negative social media messages. | |  | d. | ​Social media is only effective for customer complaints. | |  | e. | ​Customer service should not be outsourced. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| **Subjective Short Answer** |

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| 19. Identify two ways that social media marketing differs from traditional marketing.​   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | *ANSWER:* | |  |  | | --- | --- | | 1. | Control vs. Contribute: Traditional marketing attempts to control the message, while social media marketing is about engaging users and getting them to contribute to the conversation. | | 2. | Trust Building: Social media marketing is about developing trust with consumers and building relationships with them. | | |

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| 20. ​Name and describe one best practice for social media marketing.   |  |  | | --- | --- | | *ANSWER:* | ​Begin with a strategy backed by a SMM plan. Random or inconsistent use of social media will  not produce any benefits. | |