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QUESTION 1

Drew is managing a social media advertising campaign. He has selected a popular social site. The site has a flat membership fee, plus a pay per-click fee. Drew will also be outsourcing the graphical design of the ads. What information do you need to calculate the cost-per-click of the campaign?

A. Graphic design cost, membership fee. pay-per-click fee and total clicks made.

B. Employee compensation, cost of goods sold and pay-per-click fee.

C. Total budget amount, pay-per-click fee and total clicks made.

D. E-commerce site listing fees. Wet* site development costs and pay-per-click fees.

Correct Answer: C

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

An airline customer service department needs to notify passengers when a flight is delayed. Which of the following is an example of a SMART goal mission statement for the customer service department?

A. Alert passengers via text message about special offers on future flights

B. Notify passengers via text message within 15 minutes of flight delays

C. Alert the baggage handling department to move bags to temporary storage

D. Notify airport management to update departure boards hourly

Correct Answer: C

QUESTION 4

A small book publishing company wants to promote their titles through social media

Which strategy would best support them?

A. Post videos of interviews with published authors bundled with "buy now" social commerce options.

B. Offer low cost writing workshops scheduled as shareable events.

C. Auction signed copies of the books on retail shopping sites.

D. Cultivate a relationship with an online book club to share announcements and offer free books

Correct Answer: D

QUESTION 5

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 grewangry 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

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