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QUESTION 1

Facebook makes a statistical tool available to business users to monitor engagement on their pages. What is it called? Choose one of the following:

- A. Facebook Insights
- B. Facebook Overview
- C. Facebook Measure
- D. Facebook Statview

Correct Answer: A

QUESTION 2

What communications symbol is shown below? Exhibit:



- A. Bluetooth
- B. Wi-Fi
- C. QR
- D. LAN

Correct Answer: A

QUESTION 3

Deciding how much to pay within an ad campaign is part of the strategy. Choose one of the following to complete the



sentence:

- A. Bidding
- B. Keyword
- C. AdWords
- D. Payment

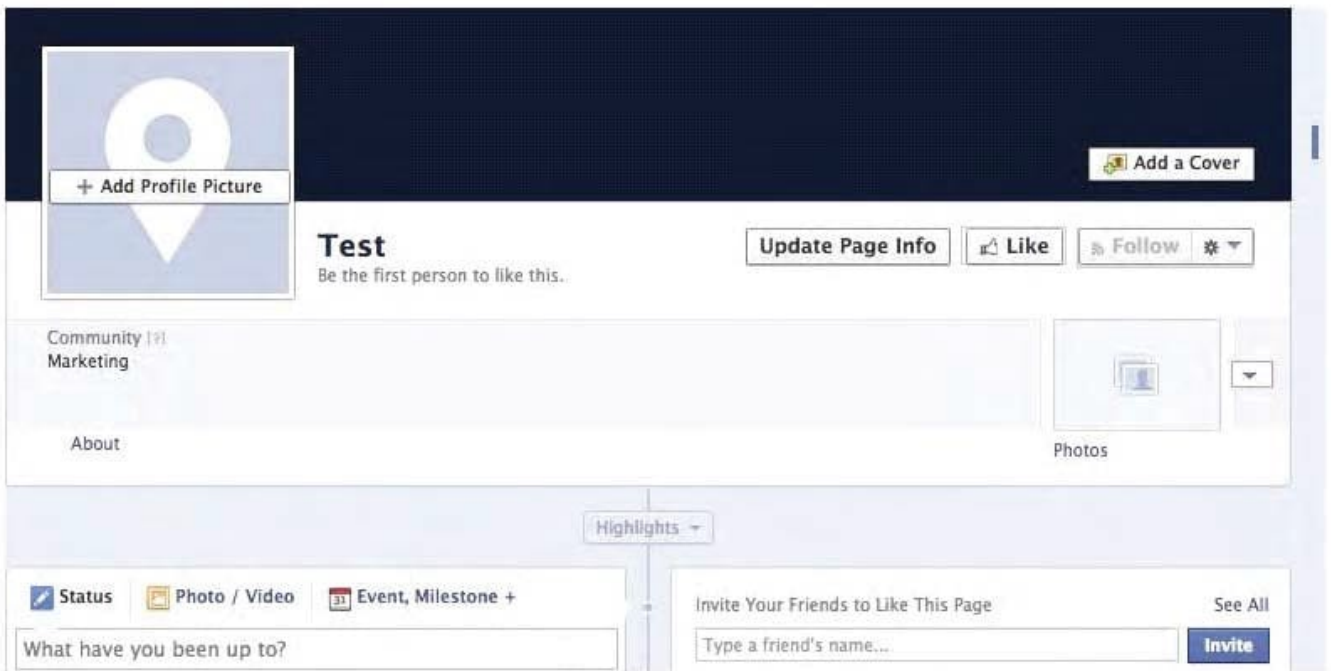
Correct Answer: A

QUESTION 4

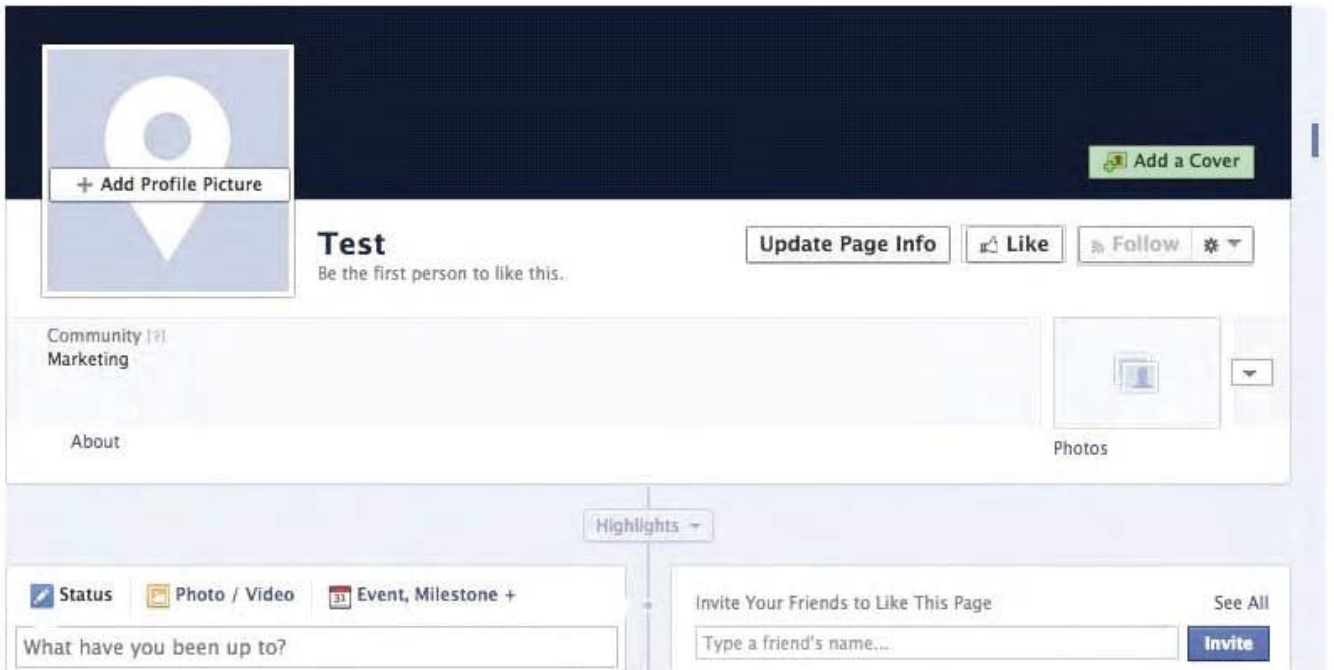
HOTSPOT

Click in the Facebook screen shown to begin adding a cover photo that will capture and communicate what your page is all about:

Hot Area:



Correct Answer:



QUESTION 5

Which of the following is a popular third party storefront app for Facebook?

- A. ShopTab
- B. New Store
- C. PayWay
- D. Store Manager

Correct Answer: A

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