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QUESTION 1

When evaluating a visualization of social network members, the influencers are generally considered the most important. This is known as?

- A. Transitivity
- B. Structural equivalence
- C. Reciprocity
- D. Centrality

Correct Answer: A

QUESTION 2

A major winter storm has closed a highway that runs through a national park. The park service announces the closure on microblogging sites and major social media sites. They get several responses from park visitors requesting evacuation assistance. This behavior is commonly referred to as:

- A. crowdrising.
- B. crowdfunding
- C. crowsourcing
- D. crowshapping

Correct Answer: C

QUESTION 3

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 sightings and other events to potential tour customers 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 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

A large grocery store chain has an print media operation. They publish weekly flyers to be inserted into newspapers. The also frequency send direct mail flyers. How can they best incorporate social media to their advertising mix?

- A. Post the weekly coupon flyer as a PDF.
- B. Post a link to their corporate Web site.
- C. Schedule promotionevents at various store locations.
- D. Post recipes with coupons for the ingredients.

Correct Answer: C

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