Social Media Marketing 4th edition Tuten Test Bank

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Test bank

Chapter 2: Social consumers

Multiple choice questions

1. Which of the following describes the process of dividing a market into distinct groups that have common needs and characteristics?
a. Behavioural segmentation
b. Market segmentation
c. Life stream aggregation
d. Social media addiction
e. Handle-squatting
Ans: B

2. North Face can expect to sell more parkas to people who live in winter climates, whereas Roxy will move more bikinis in sunny vacation spots. This is an example of which of the following?
a. Geographic segmentation
b. GPS technology
c. Market segmentation
d. Demographic segmentation
e. Behavioural segmentation.
Ans: A

3. Which type of segmentation refers to segmenting markets by age, gender, income, ethnic background, educational attainment, family life cycle and occupation?
a. Geographic
b. Demographic
c. Psychographic

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d. Benefit

e. Behavioural

Ans: B

4. Which of the following is a satellite system that provides real-time location and time information?

a. RSS feed technology

b. Roving nodes technology

c. GPS technology

d. Life stream aggregation

e. Digital mobility

Ans: C

5. What type of segmentation did General Mills use when it launched QueRicaVida.com as an online platform for single moms?

a. Geographic

b. Demographic

c. Psychographic

d. Benefit

e. Behavioural

Ans: B

6. What type of segmentation is used when companies market to consumers who want to have meaningful relationships with brands they use frequently?

a. Geographic

b. Demographic

c. Psychographic

d. Benefit

e. Behavioural

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Ans: D

7. What type of segmentation is being used when companies market to consumers who seek help from brands to manage their lives?
a. Geographic
b. Demographic
c. Psychographic
d. Benefit
e. Behavioural
Ans: D

8. What type of segmentation refers to segmenting markets by how consumers act with regard to a brand or a product category?
a. Geographic
b. Demographic
c. Psychographic
d. Benefit
e. Behavioural
Ans: E

9. Which term refers to brands that inspire passionate loyalty in their customers?
a. Love marks
b. Brand loyalty
c. Psychographic
d. Benefit brands
e. Behavioural
Ans: A

10. What type of segmentation is being used when a company markets' to its 'heavy users'?

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a. Geographic

b. Demographic

c. Psychographic

d. Benefit

e. Behavioural

Ans: A

11. Which of the following refers to the way we represent ourselves via shared text, images, sounds and video to others who access the Web?

a. Social identity

b. Life stream

c. Social footprint

d. Digital brand name

e. Digital primacy

Ans: A

12. Which of the following refers to 'data generated from technology-mediated social interactions and actions online, which can be collected and analysed'?

a. Profile data

b. Life stream data

c. Personally identifiable information

d. Customer profile data

e. Big social data

Ans: E

13. The impressions that make up the data that marketers use to paint your social identity are also known as which of the following?

a. Digital identity

b. Life stream

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c. Social footprints

d. Digital brand names

e. Social impressions

Ans: C

14. Which of the following does NOT represent a social footprint?

a. 'Liking' a site, article or product.

b. Sharing online purchases on Instagram.

c. Commenting on YouTube videos.

d. Charging a purchase at a retail store on your credit card.

e. Sharing your music streams on Spotify.

Ans: D

15. Your social identity is made up of which of the following?

a. Your Facebook and Twitter accounts.

b. Your social footprint and life stream.

c. Your handle and RSS feed.

d. Your digital brand name and digital primacy.

e. All of the above.

Ans: E

16. Which of the following is essentially a diary that you keep through your social media activities?

a. Digital identity

b. Life stream

c. Social footprint

d. Digital brand name

e. Social impressions

Ans: B

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17. An ID that is used to describe something about you in shorthand as you try to build a following is known as which of the following?
a. Social footprint
b. Digital primacy
c. Digital brand name
d. Life stream
e. Social media touchpoint
Ans: C

18. A quick search of Twitter for actor Hugh Jackman turns up several people listings, including @RealHughJackman, @JackmanHugh, @HughJackman and @H_Jackman, among others. Only one is the 'real' Hugh Jackman. The others are probably which of the following?
a. Lifestreaming
b. Avatars
c. Handle-squatting
d. Brand butlers
e. Lurking
Ans: C

19. Which of the following represents your username in social communities?
a. Life stream
b. Avatar
c. Social footprint
d. Handle
e. Social media touchpoint
Ans: D

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20. Which of the following is the same exercise marketers can use to assess the situation and their competitors' social presence and is also used to assess personal social media activity according to the values expressed in the social engagement?

a. Social identity audit

b. Social activity audit

c. Personal identity audit

d. Personal activity audit

e. None of the above

Ans: B

21. Which type of impulse represents an acknowledgment of a liking and/or relationship with individuals and reference groups?

a. Validation

b. Altruistic

c. Immediacy

d. Prurient

e. Affinity

Ans: E

22. One of the most important motives for brands to acknowledge is when people ask, 'What's in it for me?' What type of impulse does this best describe?

a. Validation

b. Altruistic

c. Immediacy

d. Personal utility

e. Affinity

Ans: D

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23. Which type of impulse are you responding to when you 'follow' people on Twitter and visit their profiles?

a. Validation

b. Personal utility

c. Immediacy

d. Prurient

e. Affinity

Ans: D

24. Which of the following represents the natural drive to feel a sense of psychological closeness to others without delay and a sense of relief from knowing others in our network are accessible?

a. Validation and immediacy

b. Altruistic and immediacy

c. Contact comfort and immediacy

d. Prurient and contact comfort

e. Affinity and validation

Ans: C

25. Sally keeps checking for a response after replying to her boyfriend’s message. What type of impulse is she responding to?

a. Validation

b. Altruistic

c. Immediacy

d. Personal utility

e. Affinity

Ans: C

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26. Which type of impulse represents participation in social media as a way to 'pay it forward'?

a. Personal utility

b. Altruistic

c. Immediacy

d. Prurient

e. Affinity

Ans: B

27. Which impulse represents the feeding of one's own ego?

a. Validation

b. Altruistic

c. Immediacy

d. Prurient

e. Affinity

Ans: A

28. When you attempt to use social media to eliminate perceived threats and eliminate self-doubts, which impulse are you responding to?

a. Validation

b. Altruistic

c. Immediacy

d. Prurient

e. Affinity

Ans: A

29. Which of the following terms describes the extent to which worries about sharing too much information impact our online behaviour is known?

a. Privacy salience

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b. Privacy paradox

c. Social privacy

d. Social identity

e. None of the above

Ans: A

30. The portrait that marketers paint of you when they assess the image and perception you portray of yourself on social media is known as which of the following?

a. Personal utility impulse

b. Social footprint

c. Social personality

d. Social identity

e. Social profile

Ans: D

31. People's willingness to disclose personal information in social media channels despite expressing high levels of concern for privacy protection is also known as which of the following?

a. Privacy salience

b. Privacy paradox

c. Social privacy

d. Social identity

e. None of the above

Ans: B

32. Which of the following completes the sentence, '_____ is the sense of relief we feel from knowing others in our network are accessible'?

a. Contact comfort

b. Immediate altruistic response

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c. Social media addiction

d. Prurient impulse

e. Validation impulse

Ans: A

33. Rachel has decided to quit social media due to increasing privacy concerns and social media fatigue. She deletes all of her social media posts and profiles including Facebook, Twitter and LinkedIn. What term best describes her actions?

a. Life stream closure

b. Social identity suicide

c. Internalisation

d. Social media review

e. Social data revocation

Ans: B

34. Which of the follow categorises social media user types according to their degree of social media consumption and creation?

a. The Social Consumption/Creation Matrix.

b. The Social Creation/Consumption Framework.

c. The Technographic Matrix.

d. The Technographic Framework.

e. None of the above.

Ans: A

35. Which of the following completes the statement '_____ of social media content is the most prevalent activity but must be served by the more taxing _____ of content.'?

a. Creation, distribution

b. Consumption, creation

c. Distribution, creation

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d. Creation, consumption

e. Distribution, consumption

Ans: B

36. Which of the following are characterised by a low level of both creation and consumption, and are considered passive users with short attention spans?

a. Attention seekers

b. Devotees

c. Entertainment chasers

d. Connection seekers

e. Spectators

Ans: C

37. Which of the following are the largest segment of social media participants?

a. Attention seekers

b. Devotees

c. Entertainment chasers

d. Connection seekers

e. Spectators

Ans: D

38. Which of the following have large networks, high social capital and the ability to create and promote social content?

a. Attention seekers

b. Devotees

c. Entertainment chasers

d. Connection seekers

e. Spectators

Ans: A

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39. Which of the following are ideal brand ambassadors?

a. Attention seekers

b. Devotees

c. Entertainment chasers

d. Connection seekers

e. Spectators

Ans: B

40. Which of the following completes the statement, '_____ are motivated by the validation impulse, while _____ are motivated by the affinity impulse.'?

a. Devotees, entertainment chasers

b. Connection seekers, attention seekers

c. Entertainment chasers, connection seekers

d. Connection seekers, devotees

e. Attention seekers, connection seekers

Ans: E

41. Researchers from Ryerson University in Toronto categorised social media users into passive or active information seekers and passive or active participants. Which of the following is not one of the four segments that were identified?

a. Minimalists

b. Observers

c. Information Seekers

d. Socialisers

e. Mavens

Ans: B

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42. Which of the following completes the sentence, '_____ are characterised by highly interconnected people such as hobbyists, fans or professional groups'?

a. Support networks

b. Tight crowds

c. Brand clusters

d. Community clusters

e. Polarised crowds

Ans: B

43. Which of the following are the two most important microblogs for marketers?

a. Support networks and brand clusters

b. Tight crowds and support networks

c. Brand clusters and tight crowds

d. Community clusters and brand clusters

e. Polarised crowds and support networks

Ans: A

44. Which of the following is NOT a microblog user type as defined by the Pew Research Centre?

a. Support networks

b. Tight crowds

c. Brand clusters

d. Community clusters

e. Polaroid crowds

Ans: E

45. Which of the following are geolocation techniques used by social media marketers?

a. Geofencing, geotargeting and beaconing.

b. Geofencing, geotargeting and tracking.

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c. Geomapping, geotargeting and beaconing.

d. Geomapping, geotargeting and tracking.

e. None of the above.

Ans: A

46. Which of the following completes the following statement, '_____ is similar to _____ but the geographic parameters are more general, such as 50 miles from a zip code.'?

a. Beaconing, geofencing

b. Geofencing, beaconing

c. Geotargeting, geofencing

d. Geofencing, geotargeting

e. None of the above

Ans: C

47. Which of the following completes the statement, '_____ approaches slice up the market based on personality, motives, lifestyles and attitudes and opinions.'?

a. Geographic segmentation

b. Behavioural segmentation

c. Market segmentation

d. Demographic segmentation

e. Psychographic segmentation

Ans: E

48. Which of the following completes the statement,' _____ measures the ability of brands to fit into how consumers manage their social media-centric lives.'?

a. Social influence

b. Social currency

c. Status

d. Brand recognition

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e. None of the above

Ans: B

49. Which of the following best completes the statement, '_____ divides consumers into groups based on their actions.'?

a. Geographic segmentation

b. Market segmentation

c. Behavioural segmentation

d. Demographic segmentation

e. Psychographic segmentation

Ans: C

50. Which of the following completes the statement, 'A _____ is a snapshot of your ideal customer that tells a story using the information you used for segmentation (i.e., demographic, geographic, psychographic, benefits sought and behaviour).'?

a. CRM

b. Biographical outline

c. Personality sketch

d. Predictive model

e. Buyer persona

Ans: E

51. Which of the following completes the statement, 'The extent to which one worries about privacy and the risks related to the collection, unauthorised secondary use, errors in and improper access of personal data is known as _____.'?

a. Intuitive concern

b. Considered concern

c. Privacy paradox

d. Privacy salience

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e. None of the above

Ans: D

52. Which of the following may explain Gartner's claim that half of all social media campaigns fail?

a. Firms often use the wrong budgeting techniques.

b. Social strategy is not matched to the target audience.

c. Firms tend to use secondary research.

d. Competitors run counter-campaigns to mitigate their influence.

e. None of the above.

Ans: B

53. Which of the following completes the sentence, 'The _____ reflects how actively a segment uses social tools, how important those tools are within the stages of the customer life cycle and how willingly they engage with brands in social media.'?

a. Social Media score

b. Consumer Segment score

c. Social Segmentation score

d. Social Technographics score

e. None of the above

Ans: D

54. _____ demand social interactions with your company. These consumers constantly use social media to connect with companies, brands and products.

a. Social stars

b. Social savvies

c. Social snackers

d. Social skippers

e. None of the above

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Ans: A

55. _____ expect social interactions with your company. Social media is still a part of their everyday lives and they frequently use social media to connect with companies, brands and products.
a. Social stars
b. Social savvies
c. Social snackers
d. Social skippers
e. None of the above
Ans: B

56. _____ appreciate social interactions with your company. They don't shy away from branded social interactions, but neither do they seek them out.
a. Social stars
b. Social savvies
c. Social snackers
d. Social skippers
e. None of the above
Ans: C

57. _____ spurn social interactions with your company. They rarely use social media to connect with companies, brands and products.
a. Social stars
b. Social savvies
c. Social snackers
d. Social skippers
e. None of these
Ans: D

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58. According to Forrester's Social Technographics Model a _____ score measures the extent to which the target audience uses social media to learn about new brands as well as how likely they are to spread the word about their favourite products and services.
a. Discover
b. Explore
c. Use
d. Ask
e. Engage
Ans: A

59. According to Forrester's Social Technographics Model a _____ score gauges whether social media can be used to create purchase intent. This number measures how actively your audience consumes social content when they're considering products and making purchase decisions.
a. Discover
b. Explore
c. Use
d. Ask
e. Engage
Ans: B

60. According to Forrester's Social Technographics Model a _____ score measures likelihood of conversion using social media, the ultimate goal of the zone of social commerce.
a. Discover
b. Explore
c. Buy
d. Ask

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e. Engage

Ans: C

61. According to Forrester's Social Technographics Model a _____ score measures how common it is for a target segment to share product and service experiences, such as sharing what songs they're listening to on Spotify or comparing their workouts to that of other Fitbit users.

a. Discover

b. Explore

c. Use

d. Ask

e. Engage

Ans: C

62. According to Forrester's Social Technographics Model a _____ score reflects whether social media is a valued channel for customer support.

a. Discover

b. Explore

c. Use

d. Ask

e. Engage

Ans: D

63. According to Forrester's Social Technographics Model a _____ score gauges whether social media will be useful to build customer relationships.

a. Discover

b. Explore

c. Use

d. Ask

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e. Engage

Ans: E

64. Which of the following microblog user types defined by Pew Research Centre is characterised by people who are passionately discussing an issue?

a. Polarised Crowds

b. Tight Crowds

c. Community Clusters

d. Broadcast Networks

e. Support Networks

Ans: A

65. Which of the following microblog user types defined by Pew Research Centre is characterised by highly interconnected people such as hobbyists, fans or professional groups?

a. Polarised Crowds

b. Tight Crowds

c. Community Clusters

d. Broadcast Networks

e. Support Networks

Ans: B

66. Which of the following microblog user types defined by Pew Research Centre is characterised by people talking about brands but generally not talking to each other?

a. Polarised Crowds

b. Tight Crowds

c. Brand Clusters

d. Broadcast Networks

e. Support Networks

Ans: C

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67. Which of the following microblog user types defined by Pew Research Centre is characterised by many people repeating prominent news items?

a. Polarised Crowds

b. Tight Crowds

c. Community Clusters

d. Broadcast Networks

e. Support Networks

Ans: D

68. Which of the following microblog user types defined by Pew Research Centre is characterised by handling customer complaints?

a. Polarised Crowds

b. Tight Crowds

c. Community Clusters

d. Broadcast Networks

e. Support Networks

Ans: E

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