Chapter 0 - E-commerce and social media

Assignment 6

Due Date: 2018-03-15, 23:59

1. Match the following networks with their mode of measure of social influence.

   a. LinkedIn  
      b. Twitter  
      c. Facebook  
      d. Instagram  
      e. Pinterest  
      f. YouTube  

   1. C1, C2, C3, C4, C5, C6  
   2. C1, C2, C3, C4  
   3. C1, C2, C3  
   4. C1, C2  
   5. C1  
   6. A  

2. Which of the following is a NOT a legitimate review handle for a policy organization?

   a. Yelp  
   b. Google My Business  
   c. Trustpilot  
   d. TripAdvisor  
   e. Mozilla  

3. Which of the following statements about link building via URL is TRUE?

   a. Link building via URL enhances the visibility of the website and improves the brand's online presence.  
   b. Link building via URL improves the search engine rankings of the website.  
   c. Link building via URL helps in increasing the traffic to the website.  
   d. All of the above  
   e. None of the above  

4. Which of the following is an example of a blog?

   a. Twitter  
   b. Facebook  
   c. LinkedIn  
   d. YouTube  
   e. WordPress  

5. Which of the following statements about social media marketing is FALSE?

   a. Social media marketing involves creating a buzz around a product.  
   b. Social media marketing is an effective channel to engage with customers.  
   c. Social media marketing can help in building brand awareness.  
   d. Social media marketing is not effective for small businesses.  
   e. Social media marketing involves creating a buzz around a product.  

6. Which of the following is an example of a social media platform?

   a. Google+  
   b. LinkedIn  
   c. Twitter  
   d. Pinterest  
   e. Reddit  

7. Which of the following is an example of a social networking site?

   a. Facebook  
   b. LinkedIn  
   c. Twitter  
   d. Instagram  
   e. YouTube  

8. Which of the following statements about social media marketing is TRUE?

   a. Social media marketing involves creating a buzz around a product.  
   b. Social media marketing is an effective channel to engage with customers.  
   c. Social media marketing can help in building brand awareness.  
   d. Social media marketing is not effective for small businesses.  
   e. Social media marketing involves creating a buzz around a product.  

9. Which of the following is an example of a microblogging platform?

   a. Twitter  
   b. LinkedIn  
   c. Facebook  
   d. Instagram  
   e. Pinterest  

10. Which of the following statements about online reviews is FALSE?

    a. Online reviews are an important aspect of e-commerce.  
    b. Online reviews can influence the buying decisions of customers.  
    c. Online reviews can help businesses improve their products and services.  
    d. Online reviews are not important for businesses.  
    e. Online reviews can help businesses improve their products and services.