Assignment 4

You have 10 days to submit this assignment.

1. Social CRM is used to social media services, techniques and technology to enable organizations to engage with their customers.
   a. True
   b. False

2. Halo effect is the tendency for positive impressions of a person, company, brand or product in one area to positively influence and opinion or feelings in other areas.
   a. Radiating Effect
   b. Thresh effect
   c. Halo effect
   d. None of these

3. An example of an element in Social CRM is:
   a. Local advocates
   b. Social influencers
   c. Both a and b
   d. Neither a nor b

4. Outbound marketing is a business methodology that attracts customers by creating valuable content and experiences tailored to them.
   a. True
   b. False

5. In outbound marketing, company initiates the conversation.
   a. True
   b. False

6. Which of the following is a useful metric for increasing sales in social CRM?
   a. Website traffic
   b. Social mentions
   c. Both a and b
   d. Neither a nor b

7. Social media analytics are the practice of gathering data from social media websites and analyzing that data using analytical tools to make business decisions.
   a. True
   b. False

8. A benefit of social CRM is that it creates a complete picture of the customer’s journey and all the points of contact.
   a. Only 1 and 2
   b. Only 2 and 3
   c. Only 1 and 3
   d. All 1, 2 and 3

9. The goal of social CRM is to facilitate the shopping path by playing on the emotion:
   a. True
   b. False

10. Traditional CRM places customer interests ahead of data into the core of company’s strategy whereas, social CRM focuses on the promotion of its product or service.
    a. True
    b. False