DLBMSM02-01\_Lektion01\_Frage01

To which decade can social networks trace their origins?

* In the 1980s (1 pt)
* In the 1970s (0 pts)
* In the 1990s (0 pts)
* In the 1960s (0 pts)

DLBMSM02-01\_Lektion01\_Frage02

What is the advantage of social networks?

* Users can interact with companies directly. (1 pt)
* There is a guaranteed advertising reach for each target audience. (0 pts)
* Companies can influence their features and tools. (0 pts)
* Organizations are automatically awarded an advertising budget that they can use to serve ads. (0 pts)

DLBMSM02-01\_Lektion01\_Frage03

What is meant by the term “social collaboration”?

* Collaborating and creating joint projects using the internet and digital media (1 pt).
* Systems that make it easier for users to search the internet based on other people’s usage behavior (0 pts)
* Services such as social bookmarking that help users to tag resources using categories as a way of organizing them (0 pts).
* Blogs and podcasts that are used to share knowledge (0 pts)

DLBMSM02-01\_Lektion01\_Frage04

In the marketing mix, a distinction is made between …

* … “owned,” “paid,” and “earned” media. (1 pt)
* … “owned,” ”bought,” and “earned” media. (0 pts)
* … “owned,” “paid,” and “bought” media. (0 pts)
* … “bought,” ”paid,” and “earned” media. (0 pts)

DLBMSM02-01\_Lektion01\_Frage05

The average organic reach on Facebook in Germany is ...

* … 6.9 percent. (1 pt)
* … 69 percent. (0 pts)
* … 3.4 percent. (0 pts)
* … 34 percent. (0 pts)

DLBMSM02-01\_Lektion02\_Frage01

One of the risks of social media marketing is ...

* … shitstorms. (1 pt)
* … candystorms. (0 pts)
* … ephemeral content. (0 pts)
* … algorithms. (0 pts)

DLBMSM02-01\_Lektion02\_Frage02

The abbreviation POST stands for …

* … people, objectives, strategy, and technology. (1 pt)
* … power, objectives, strategy, and technology. (0 pts)
* … people, online, strategy, and technology. (0 pts)
* … people, objectives, strategy, and transformation. (0 pts)

DLBMSM02-01\_Lektion02\_Frage03

What is meant by “KPI”?

* It stands for “key performance indicator,” and it is a key indicator that is connected to a goal (1 pt)
* It stands for “key performance indicator,” and it is a key indicator that produces a measurable value (0 pts)
* A measurable value that can be read or determined using a monitoring tool (0 pts)
* At least two values that have been connected (0 pts)

DLBMSM02-01\_Lektion02\_Frage04

What do impressions indicate?

* How often a post was viewed (1 pt)
* How often a post was clicked on (0 pts)
* How many users follow a company’s account (0 pts)
* How often a post was shared (0 pts)

DLBMSM02-01\_Lektion02\_Frage05

Which department handles social media at most companies?

* Marketing (1 pt)
* Customer service (0 pts)
* Product development (0 pts)
* HR (0 pts)

DLBMSM02-01\_Lektion03\_Frage01

What are the distinguishing characteristics of wikis?

* They are devoted to the collaborative editing and collection of information, knowledge, and experience as well as to the documentation of these processes (1 pt)
* They allow users to collaboratively exchange information, opinions, and experiences regarding a specific topic (0 pts)
* They allow users to evaluate the products and services of different providers (0 pts)
* They allow users to distribute ads (0 pts)

DLBMSM02-01\_Lektion03\_Frage02

Some of the most well-known content communities are…

* … Instagram and Pinterest. (1 pt)
* … LinkedIn and Facebook. (0 pts)
* … Pinterest and Twitter. (0 pts)
* … Facebook and Twitter. (0 pts)

DLBMSM02-01\_Lektion03\_Frage03

What is WordPress?

* A content management system (1 pt)
* A social network (0 pts)
* A microblog (0 pts)
* A podcast format (0 pts)

DLBMSM02-01\_Lektion03\_Frage04

What category does WhatsApp belong to?

* Instant messenger service (1 pt)
* Short message service (0 pts)
* Social network (0 pts)
* Content community (0 pts)

DLBMSM02-01\_Lektion03\_Frage05

What is the largest social network?

* Facebook (1 pt)
* Instagram (0 pts)
* Twitter (0 pts)
* YouTube (0 pts)

DLBMSM02-01\_Lektion04\_Frage01

What is a strategy?

* A long-term plan that is established to achieve corporate goals (1 pt)
* A list of all the options that the company has at its disposal for achieving its goals (0 pts)
* A short-term plan that is established to achieve corporate goals (0 pts)
* A list of all the operational measures that the company has at its disposal for achieving its goals (0 pts)

DLBMSM02-01\_Lektion04\_Frage02

What formula can companies use to define their strategic goals?

* SMART formula (1 pt)
* AIDA formula (0 pts)
* HEART formula (0 pts)
* AIDAS formula (0 pts)

DLBMSM02-01\_Lektion04\_Frage03

How many phases can crises usually be divided into?

* Four (1 pt)
* Five (0 pts)
* Six (0 pts)
* Two (0 pts)

DLBMSM02-01\_Lektion04\_Frage04

What is the latent crisis phase?

* The phase just before the crisis erupts (1 pt)
* The phase following the crisis (0 pts)
* The phase in the middle of the crisis (0 pts)
* The second wave of the crisis (0 pts)

DLBMSM02-01\_Lektion04\_Frage05

Who do social media guidelines apply to?

* All company employees (1 pt)
* Members of the social media department (0 pts)
* People at the company who work with social media on a daily basis (0 pts)
* Company management (0 pts)

DLBMSM02-01\_Lektion05\_Frage01

What is meant by the term “crowdsourcing”?

* Companies invite external members of the public to cooperate on certain projects. (1 pt)
* Companies use all of the data they have collected to best target the audience for their advertising. (0 pts)
* Companies have all of their employees carry out product tests in order to collect as many opinions as possible about a new product. (0 pts)
* Companies use social media to reach a large audience. (0 pts)

DLBMSM02-01\_Lektion05\_Frage02

What is meant by the term “crowdwisdom”?

* The generation of knowledge by large groups (1 pt)
* The production of ideas, strategies, and other content (0 pts)
* Votes on and reviews of specific projects or content (0 pts)
* Allowing the general public to test new products and services (0 pts)

DLBMSM02-01\_Lektion05\_Frage03

What is the risk of using the crowd?

* The results are uncertain. (1 pt)
* The advertising reach is uncertain. (0 pts)
* The budget is uncertain. (0 pts)
* The specific social media channel is uncertain. (0 pts)

DLBMSM02-01\_Lektion05\_Frage04

What form of support is generated by crowdfunding?

* Money (1 pt)
* Knowledge (0 pts)
* Labor (0 pts)
* Content (0 pts)

DLBMSM02-01\_Lektion05\_Frage05

What advantage do branded communities have over social networks?

* The ability to determine their features and tools yourself (1 pt)
* Extensive reach (0 pts)
* Users are already registered. (0 pts)
* The use of hashtags (0 pts)

DLBMSM02-01\_Lektion06\_Frage01

What is specified in an editorial plan?

* Which content is posted when and where (1 pt)
* Ad budget planning (0 pts)
* The social media strategy (0 pts)
* Resource planning for social media teams (0 pts)

DLBMSM02-01\_Lektion06\_Frage02

What is the distinguishing feature of native advertising?

* Ad copy is designed in such a way that it resembles the surrounding editorial content. (1 pt)
* Ad copy is automatically shown to the target audience several times. (0 pts)
* Ad copy automatically uses the best image format to reach the target audience. (0 pts)
* Facebook automatically determines the best target audience based on the combination of text and image. (0 pts)

DLBMSM02-01\_Lektion06\_Frage03

How is viral marketing different from word of mouth?

* With viral marketing, the message spreads very far in a short amount of time. (1 pt)
* With viral marketing, the message spreads very far over a very long period of time. (0 pts)
* With viral marketing, the message is only spread via Facebook. (0 pts)
* With viral marketing, the message is only spread via Instagram. (0 pts)

DLBMSM02-01\_Lektion06\_Frage04

What is the counterpart to B2B marketing?

* B2C marketing (1 pt)
* C2B marketing (0 pts)
* A2A marketing (0 pts)
* A2B marketing (0 pts)

DLBMSM02-01\_Lektion06\_Frage05

What is the goal of community management?

* The fostering of good relationships (1 pt)
* The largest possible reach (0 pts)
* The best possible conversion rate (0 pts)
* The best possible advertising placement (0 Pts)

DLBMSM02-01\_Lektion07\_Frage01

What regulates the treatment of content created by a person?

* Copyright law (1 pt)
* Personal rights (0 pts)
* Panorama law (0 pts)
* The right to one’s own image (0 pts)

DLBMSM02-01\_Lektion07\_Frage02

In addition to the legal regulations, what other requirements do social networks stipulate must be observed when holding sweepstakes?

* The rules and regulations of the social network in question (1 pt)
* The amount of the jackpot (0 pts)
* The minimum number of participants (0 pts)
* The length of the sweepstakes (0 pts)

DLBMSM02-01\_Lektion07\_Frage03

What does the liability privilege say?

* Companies only become liable for content that is created by users when they learn that it is illegal. (1 pt)
* Companies are liable for illegal sweepstakes. (0 pts)
* Companies are only liable under the General Data Protection Regulation (GDPR) if the data subjects submit reports. (0 pts)
* Companies are liable if they fail to provide a legal notice on their website. (0 pts)

DLBMSM02-01\_Lektion07\_Frage04

What is the advantage of the Facebook pixel?

* A better way of evaluating and analyzing advertisements (1 pt)
* The usage of user-generated content (0 pts)
* The ability to influence the Facebook algorithm (0 pts)
* A higher advertising budget and direct contacts at Facebook (0 pts)

DLBMSM02-01\_Lektion07\_Frage05

What is a double opt-in email used for?

* To confirm newsletter subscriptions (1 pt)
* To confirm the legal notice (0 pts)
* To obtain permission to use user-generated content (0 pts)
* To confirm a Facebook pixel (0 pts)

DLBMSM02-01\_Lektion08\_Frage01

Which platform announced in 2019 that it was going to integrate a shopping function?

* Instagram (1 pt)
* TikTok (0 pts)
* Twitter (0 pts)
* YouTube (0 pts)

DLBMSM02-01\_Lektion08\_Frage02

What is a blockchain?

* A technology that acts as a digital logbook (1 pt)
* A cryptocurrency (0 pts)
* An advertising format on Facebook (0 pts)
* The Facebook algorithm (0 pts)

DLBMSM02-01\_Lektion08\_Frage03

What is meant by the term “post-digital”?

* A pragmatic and even critical view of what digital technologies can achieve (1 pt)
* A critical attitude towards data and facts, which are becoming increasingly irrelevant (0 pts)
* A new age after digitization during which society will be free of electronics (0 pts)
* A new level of “digital,” i.e., the next development stage for new technologies (0 pts)

DLBMSM02-01\_Lektion08\_Frage04

What is meant by the term “social selling”?

* The development of a personal brand and the use of social media channels to directly address and serve the needs of prospective and existing customers (1 pt)
* Sales conducted exclusively via social networks, where the customer is no longer redirected to a company page (0 pts)
* The planned shopping channel on Facebook, which will also use its own currency (0 pts)
* The use of Facebook ads to sell products and services (0 pts)

DLBMSM02-01\_Lektion08\_Frage05

What are bots not able to do for a company’s communication?

* Offer empathy and natural-sounding dialogue that make customers feel valued (1 pt)
* Provide standard answers and rapid processes (0 pts)
* Offer around-the-clock availability and dialog that makes customers feel valued (0 pts)
* Offer empathy and structured answers (0 pts)