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QUESTION 1

An airline customer service department needs to notify passengers when a flight is delayed. Which of the following is an example of a SMART goal mission statement for the customer service department?

- A. Alert passengers via text message about special offers on future flights
- B. Notify passengers via text message within 15 minutes of flight delays
- C. Alert the baggage handling department to move bags to temporary storage
- D. Notify airport management to update departure boards hourly

Correct Answer: C

QUESTION 2

A company has a goal of increasing revenue from social media sites by 15% in the next quarter. They know the costs of their paid advertising and internal resources to promote the social media platform. They also have a readily available metric (sales orders) and are collecting data on conversions from failover to lead to sale. What is the company trying to calculate?

- A. Return on engagement
- B. Follower sentiment
- C. Customer loyalty
- D. Return on investment

Correct Answer: A

QUESTION 3

In order to be considered as part of a brand's primary audience, a persona must be:

- A. someone who is interested in the product, needs the product and is able to afford the product.
- B. a returning customer who shares the product with other users and who regularly interacts with your brand.
- C. considered a brand ambassador, a customer who regularly interacts with your brand and a returning customer.
- D. someone who is interested in the product, wants to share the product with more users and is able to afford the product.

Correct Answer: A

QUESTION 4

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 sighting and other events to potential tour customer 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 5

Sam, the CEO of a clothing company, is very vocal on political topics and expresses his opinions on the company Twitter account. What are the most likely risks due to this behavior?

- A. Theft of intellectual property and cybercrime
- B. Financial loss and corporate identify theft.
- C. Reputation damage and financial loss
- D. Reputation damage and cybercrime.

Correct Answer: A

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