312- Social Media, Web & Text Analytics

1. What is the main objective of social media?

A) Entertainment

B) Communication

C) Business promotion

D) Education

Answer: C) Business promotion

2. Which of the following is not a social media platform?

A) Facebook

B) Twitter

C) Google

D) Instagram

Answer: C) Google

3. What are some common challenges in social media analytics?

A) Data privacy concerns

B) Difficulty in measuring ROI

C) Managing large volumes of data

D) All of the above

Answer: D) All of the above

4. Which tool is commonly used for analyzing social media data?

A) Google Analytics

B) Adobe Analytics

C) Hootsuite

D) Microsoft Excel

Answer: C) Hootsuite

5. What is an important aspect of strategy planning in social media analytics?

A) Identifying competitors

B) Setting objectives and KPIs

C) Choosing the right social media platforms

D) All of the above

Answer: B) Setting objectives and KPIs

6. Which social media platform is best known for professional networking?

A) Facebook

B) Twitter

C) Instagram

D) LinkedIn

Answer: D) LinkedIn

7. What is the purpose of dashboards in social analytics?

A) To display raw data

B) To summarize key metrics

C) To conduct experiments

D) To generate reports

Answer: B) To summarize key metrics

8. What is the primary function of default and custom dashboards?

A) Visualization of data

B) Automation of data collection

C) Customization of data sources

D) None of the above

Answer: A) Visualization of data

9. Which term refers to the use of estimated metrics in social analytics?

A) Predictive analytics

B) Prescriptive analytics

C) Descriptive analytics

D) Diagnostic analytics

Answer: A) Predictive analytics

10. What is the purpose of reports in social analytics?

A) To collect data

B) To analyze data

C) To present insights

D) All of the above

Answer: C) To present insights

11. Which element is essential for a good quality report in social analytics?

A) Lengthy descriptions

B) Visualizations

C) Raw data tables

D) Technical jargon

Answer: B) Visualizations

12. What is the main purpose of machine learning in social media analytics?

A) To automate data collection

B) To improve decision-making

C) To create social media profiles

D) To generate random content

Answer: B) To improve decision-making

13. What is the focus of Web Analytics 2.0?

- A) Measuring website traffic only

- B) Analyzing user behavior online

- C) Predicting future trends

- D) Creating social media profiles

- **Answer: B) Analyzing user behavior online**

14. Which metric measures the number of times visitors leave a website without further interaction?

- A) Bounce rate

- B) Conversion rate

- C) Engagement rate

- D) Click-through rate

- **Answer: A) Bounce rate**

15. What is an example of competitive intelligence in web analytics?

- A) Tracking website traffic

- B) Analyzing competitors' keywords

- C) Monitoring social media activity

- D) Measuring conversion rates

- **Answer: B) Analyzing competitors' keywords**

16. Which tool is commonly used for web analytics?

- A) Google Analytics

- B) Facebook Insights

- C) Hootsuite

- D) Twitter Analytics

- Answer: A) Google Analytics

17. What is the primary goal of web analytics?

- A) To increase website traffic

- B) To improve user experience

- C) To generate revenue

- D) All of the above

- Answer: B) To improve user experience

18. What does the term "clickstream" refer to in web analytics?

- A) The sequence of clicks made by a user

- B) The total number of clicks on a website

- C) The duration of time spent on a webpage

- D) The number of pages visited per session

- Answer: A) The sequence of clicks made by a user

19. Which metric measures the rate at which visitors complete specific tasks on a website?

- A) Task completion rate

- B) Bounce rate

- C) Conversion rate

- D) Exit rate

- Answer: A) Task completion rate

20. What is the purpose of building an action dashboard in web analytics?

- A) To track website traffic

- B) To monitor social media activity

- C) To facilitate decision-making

- D) To generate reports

- **Answer: C) To facilitate decision-making**

21. Which KPI measures the percentage of visitors who return to a website?

- A) Share of search

- B) Visitor loyalty

- C) Task completion rate

- D) Conversion rate

- **Answer: B) Visitor loyalty**

22. What does RSS/Feed Subscribers measure in web analytics?

- A) The number of subscribers to a website's RSS feed

- B) The bounce rate of the website

- C) The conversion rate of the website

- D) The number of pages visited per session

- **Answer: A) The number of subscribers to a website's RSS feed**

23. What is the purpose of building a consolidated dashboard in web analytics?

- A) To analyze social media data

- B) To track website traffic

- C) To provide a comprehensive view of key metrics

- D) To generate revenue

- **Answer: C) To provide a comprehensive view of key metrics**

24. What is the main focus of text analytics?

- A) Analyzing numerical data

- B) Processing and understanding text data

- C) Analyzing images and videos

- D) Creating social media profiles

- **Answer: B) Processing and understanding text data**

25. Which process involves breaking down text into individual words or phrases?

- A) Tagging

- B) Tokenization

- C) Lemmatization

- D) Chunking

- **Answer: B) Tokenization**

26. What is the purpose of stemming in text analytics?

- A) Identifying grammatical structures

- B) Recognizing named entities

- C) Reducing words to their root form

- D) Extracting sentiment from text

- **Answer: C) Reducing words to their root form**

27. Which application is commonly associated with text analytics?

- A) Image recognition

- B) Sentiment analysis

- C) Video editing

- D) Audio processing

- **Answer: B) Sentiment analysis**