**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Units 1 and 2 Test**

*Directions: Complete the following questions about entrepreneurship and audience interaction. Each question is worth one point unless otherwise noted. (50 points total)*

**Section 1: Entrepreneurship Basics (10 points)**

Match the following examples of entrepreneurial activities to their general categories; what type of activities are they?

A. Public Relations B. Product Marketing C. Branding D. Advertising

E. Digital Publicity F. Fundraising G. Distribution

\_\_\_\_\_\_ 1. Creating a staff T-shirt that includes a news website link and social media handles

\_\_\_\_\_\_ 2. Writing a survey to distribute to your audience and discover their preferences

\_\_\_\_\_\_ 3. Posting a contest to Instagram to get more photos for the yearbook cover

\_\_\_\_\_\_ 4. Selling the yearbook at increasing prices throughout the year

\_\_\_\_\_\_ 5. Holding a bake sale and car wash during parent-teacher conferences

\_\_\_\_\_\_ 6. Writing a “letters to the editor” policy so readers know how they can respond to content they read in the newspaper

\_\_\_\_\_\_ 7. Allowing parents to submit baby photos and messages for their students in the newspaper by giving them options to purchase a certain amount of space in the paper

\_\_\_\_\_\_ 8. Linking to stories on your news website through your social media accounts

\_\_\_\_\_\_ 9. Passing out business cards during lunch that contain your website address

\_\_\_\_\_\_ 10. Writing a commenting policy so that readers know how to interact with you

**Section 2: Social Media (20 points)**

11. Explain the following purposes for social media, giving an example for each for what a journalist might do with social media to achieve that purpose. (3 points each)

* Alerting
* Searching
* Verifying
* Feedback
* Inviting

12. Why is it important to write for your specific social media platform; in other words, why would you write differently for Facebook than for Twitter or Pinterest? (3 points)

13. Consider the following scenario. What do you do? How might it have been avoided? (5 points)

*You are the editor-in-chief and just appointed a new social media editor. She has been faithfully posting links to new stories on Facebook and Twitter, as well as photos about events occurring among the student body; however, she has started posting “shout outs” to members of the student body, most of whom are her friends, for their accomplishments. A junior boy, her ex-boyfriend, recently broke the school record for the number of soccer goals scored in a single season, but she refuses to post anything on social media about this and has changed the accounts so you cannot get on. What do you do?*

14. Describe two qualities of an excellent social media post. (2 points)

**Section 3: Market Research (10 points)**

Consider the following scenario.

*Scenario: 15 students, out of a school of 200, were surveyed about their thoughts on a new sports magazine for the school. They were asked 3 questions.*

***Do you read the sports section of our school newspaper?***

*Yes — 10 No — 3 I’ve never read the paper — 2*

***Do you read local newspaper coverage of sports at our school?***

*Yes — 1 No — 1 I’ve never read the local newspaper — 13*

***Is sports coverage in a newspaper important to you?***

*Yes — 13 No — 1 I don’t know — 1*

15. Calculate the percentage of students who … (3 points each)

* Read the sports section of the student newspaper.
* Never read the local newspaper
* Believe sports coverage is important

16. Describe TWO weaknesses of this survey. (2 points)

17. How would you recommend this publication proceed in deciding whether or not to start a sports magazine? (5 points)

**Section 4: Audience Interaction (10 points)**

18. Discuss the pros and cons associated with online audience interaction, especially in regards to commenting, and how a staff can develop policies to deal with these situations. Be sure to write at least 12-15 sentences. You may use the back if necessary.