

## Exercise 1: Which word is different?

Circle the word that doesn't belong in each group. Think about why it's different.

1. sentiment | feedback | amenity
2. respond | ignore | acknowledge
3. rating | ranking | renovation
4. compliment | complaint | compromise
5. authenticity | timeliness | template
6. metrics | analytics | aesthetics
7. reputation | reservation | recommendation
8. engagement | endorsement | embellishment

## Exercise 2: Categorizing Review Management Strategies

Sort the words/phrases into the appropriate categories: "Positive Strategies," "Negative Strategies," or "Both" (could be positive or negative depending on context).

personalized responses | deleting negative reviews | prompt replies  
offering compensation | ignoring feedback | addressing concerns  
defensive tone | fact-checking | apology | exaggeration  
follow-up | transparency | automated responses | staff training

