

Community Management Practice Test Questions and Answers

1. What exactly is management?

- A) Budgeting wisely to reach objectives
- B) Community building through community management
- C) The activity of gathering information to make careful plans
- D) Utilizing resources wisely to achieve objectives

2. What is 'community CRM' software?

- A) Content rights management for communities
- B) Tools that track individual member interactions, preferences, and history to enable personalized community management at scale
- C) A type of forum software
- D) Automated email sending platforms

3. What is a 'community health score'?

- A) A medical metric for community wellness programs
- B) A composite metric combining engagement, growth, and sentiment to assess overall community vitality
- C) A spam detection index
- D) A member satisfaction survey tool

4. How do you create engaging communities?

- A) Set your preferences and rules.
- B) Invite your contacts to join your group.
- C) The Group's Goal
- D) Prepare your post.

Answers: 1-D 2-B 3-B 4-E

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