



## Community Manager quiz

### Module 1: Digital Marketing

1. Complete the definition of e-commerce by ticking the relevant boxes (tick all correct answers).

- a) electronic commerce refers to commercial transactions
- b) that are conducted electronically
- c) and includes the buying
- d) and includes the buying and selling
- e) of digital goods.
- f) of digital goods and services.
- g) of goods and services including digital goods and services.

2. There are different possibilities to conduct e-commerce and to create value online. Please indicate the appropriate e-commerce mode for the examples below (tick all correct answers).

	Business-to-Customer (B2C)	Customer-to-Customer (C2C)	Customer-to-Business (C2B)
Private book-reselling			
Classified ads service			
Online market places			
Online shops			
Review portals			
Customer photography competition			

3. What does ROI stand for?

- $\text{Return on Investment} = (\text{Gain from Investment} - \text{Cost of Investment}) / \text{Cost of Investment};$
- $\text{Return on Investment} = \text{Cost of Investment} / \text{Gain from Investment};$
- $\text{Return on Investment} = \text{Gain from Investment} - \text{Cost of Investment}.$

4. Please indicate which feature from the list below belongs to Digital Marketing and which one belongs to traditional marketing (multiple selection possible).

	Traditional Marketing	Digital Marketing
Aiming at improvement of the organization's business performance		
Mutual interaction between customer and business customer orientation		
Using well-established communication channels with		



Traditional Marketing    Digital Marketing

broad impact
Spontaneous and quick communication
Strategic thinking
Improve the online reputation

**5. The list indicates several marketing objectives. Choose appropriate marketing tactics by ticking boxes.**

	Display/Banner Advertising	Email Marketing	Search Engine Advertising	Brand ambassadors / customer reviews	Viral campaign	Website and online shop
Authentic product promotion						
Increase online visibility						
Targeted customer communication						
Increase online visibility beyond the traditional target market						

## Module 2: Business Strategy

**1. The strategic process includes several steps. Please bring the following in the right order by indicating which step is first, second, etc. (tick only one answer in a row).**

	First step	Second step	Third step	Fourth step
Analyses				
Strategic Controlling				
Strategic Development				
Strategy Implementation				

**2. Which elements constitute a PEST Analysis?**

- a) political factors;
- b) socio-cultural factors;
- c) historical factors;
- d) technological factors;
- e) philosophical factors;
- f) fashion factors;
- g) economic factors.



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**3. Which elements constitute a SWOT Analysis? (tick all correct answers).**

- a) strengths;
- b) threats;
- c) opportunities;
- d) trends;
- e) weaknesses;
- f) competitors.

**Module 3: Relationship and Risk Management**

**1. "Advocacy Referrals" belong to which group of stakeholders?**

- a) internal market;
- b) influence market;
- c) customer market;
- d) referral market.

**2. The highest stage of community development according to the Community Maturity Model (CMM) is:**

- a) hierarchy;
- b) emergent Community;
- c) networked;
- d) Community.

**3. The crisis management process includes several steps. Please bring the following in the right order by indicating which step is first, second, etc. (tick all correct answers).**

	First step	Second step	Third step	Fourth step	Fifth step	Sixth step
Notifications and Assignments						
Verify and assess crisis						
Communication and management						
Assess the communication crisis level						
Develop and provide messages						
Monitor and provide feedback						



## Module 4: Problem Management

**1. Why is a complete problem definition so important in the problem management process? Please consider that several statements might be correct (tick all correct answers).**

- a) a complete problem definition helps to develop a standardised solution to it;
- b) people never perceive the same thing so it is important to get a complete understanding of what went wrong and the consequences this had;
- c) since people always perceive the same thing, a standardised solution can be applied;
- d) without a clear statement, the solution of the problem will not be appropriate.

**2. The “five whys” are a useful tool in problem management, as they:**

- a) ...help to find the real root cause of a problem.
- b) ...help to develop a solution to the problems.
- c) ...help to understand the customer expectations.
- d) ...help to improve online reputation of the organisation.

**3. Why are documentation standards relevant in problem management?**

- a) documentation standards look more professional and make a better impression;
- b) they help to create efficient documents and build up a knowledge base for supporting future problem management;
- c) documentation standards are a EU quality requirement.

**4. Please select false and true sentences.**

True False

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If possible, the community manager should make stakeholders a part of organization's decision-making process.

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When an incident is recognised the community manager should solve the problem before communicating it to the community.

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## Module5: Digital Marketing Tools

### 1. What is Affiliate Marketing? Please tick the right definition.

- a) Affiliate Marketing spreads information about the business to a groups of persons beyond the target market, e.g. by videos in social media;
- b) Affiliate Marketing are campaigns/ special offers published by newsletters to address recent customers and relate to customer actions;
- c) Affiliate Marketing involves working with bloggers and influential people in your industry to attract more customers.

### 2. What is Viral Marketing? Please tick the right definition.

- a) Viral Marketing spreads information about the business to a groups of persons beyond the target market, e.g. by videos in social media;
- b) Viral Marketing involves working with bloggers and influential people in your industry to attract more customers;
- c) Viral Marketing are campaigns / special offers published by newsletters to address recent customers and relate to customer actions.

### 3. Which of listed tools does NOT belong to digital marketing tools:

- a) social media;
- b) personal selling;
- c) Google Analytics.

### 5. Please select false and true sentences (tick all correct answers).

	True	False
Web analytics spread information about the business to a group of persons beyond the target market, e.g. by videos.		
Search engine optimisation is a type of digital marketing whose main goal is to gain traffic to a website through search engines.		