

Social Media Marketing Practice Test Questions and Answers

1. What is ORM

- A) Online Reputation Management
- B) Online Regulatory Measures
- C) Online Retention Measures
- D) None of the above

2. What is CRM

- A) Customer Relationship Management
- B) Community Rights Management
- C) Consumer Rights Metrics
- D) None of the above

3. Pinterest is a

- A) Network for pinning your favorite images & videos
- B) Network to organize your Facebook & Twitter friends
- C) Network for organizing your audio collection
- D) All of the above

4. The use of external blogs is

- A) to enhance marketing and public relations
- B) to show a personal, informal side of an organization.
- C) to facilitate customer feedback on products and services
- D) all of the above

Answers: 1-A 2-A 3-A 4-D

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