

SCMP New Questions, Dump SCMP Collection

Learning Block 4 SCMP Questions and Answers 2023

Which task is normally not performed by warehousing personnel? - answer Paying suppliers

Identify the function that is performed by warehousing personnel when manufacturing has a demand for stored inventory. - answer Retrieving or picking

Automated material handling systems are designed to: - answer Increase speed and accuracy

An example of a value-added function in a warehouse is: - answer Cross-docking

Inventory is managed and controlled with the aid of: - answer Warehouse management systems

_____ is defined as products that are held and that will be used, at some point, for manufacturing products, completing products, selling to customers, or performing daily operations. - answer Inventory

Inventory management achieves to balance the of risk between: - answer Stockouts and excess inventory

Once a product is completely assembled, the cost of the parts used plus the costs to manufacture the products are defined as the: - answer Total costs

The process for suppliers to monitor and replenish inventory on an as-needed basis is called: - answer Supplier-managed inventory (SMI)

All of the following are one of the four basic types of inventory, except _____ - answer Customer service

An obsolete part can be defined as _____ - answer No longer having value

Longer lead times may contribute directly to _____ inventory levels. - answer Higher

The time from purchase order placement to product receipt is defined as _____ - answer Lead time

All of the following can be defined as raw materials, except _____ - answer Maintenance equipment

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GCCC Strategic Communication Management Professional Sample Questions (Q25-Q30):

NEW QUESTION # 25

Personal protective equipment (PPE) supply is a sensitive topic during a pandemic. A communication consultant at a local hospital receives a call from a reporter asking about PPE supply. An internal hospital email was forwarded to the reporter stating the hospital only has a five-day supply of PPE, but more PPE supply is due to arrive at the central warehouse within four days. The email also mentions that an expedited delivery process is in place. The reporter wants to know if the hospital will run out of PPE. How should the communication consultant respond to the reporter?

- A. Ask the reporter to call back in five days as there will be more information about the PPE supply at that time.
- B. Confirm the current five-day supply and state that hospital management is not at all worried about getting more supply.
- C. Tell the reporter "no comment" because the internal hospital email should not have been leaked to the reporter.
- **D. Confirm the current five-day supply of PPE, provide details about the expedited shipping process from the warehouse, and schedule a follow-up call.**

Answer: D

Explanation:

Ethical communication during a crisis requires accuracy, transparency, and responsibility to public trust. In a public health emergency, hospitals are highly scrutinized institutions, and how they communicate about sensitive issues such as PPE supply can directly affect credibility, employee morale, and public confidence.

The most appropriate response is to confirm the current supply, explain the mitigation steps in place, and commit to ongoing communication.

Option C reflects best practices in ethical crisis communication. Acknowledging the five-day supply demonstrates honesty and avoids perceptions of concealment. Providing context about the expedited delivery process reassures stakeholders that leadership is actively managing the risk rather than ignoring it. Scheduling a follow-up call signals accountability and openness, reinforcing trust with the media and the public.

Option A ("no comment") may appear evasive and can escalate suspicion, even if the information was leaked improperly. Ethical communication prioritizes public understanding over internal discomfort. Option B minimizes the situation and introduces unnecessary reassurance, which can damage credibility if circumstances change. Option D delays communication and creates uncertainty, increasing the likelihood of speculation or misinformation.

Strategic communication management emphasizes that trust is built not by perfection, but by transparency and preparedness. During crises, organizations must communicate what they know, what they are doing, and what will happen next. This approach balances factual disclosure with responsible framing, avoiding panic while maintaining integrity.

By confirming facts, explaining actions, and committing to follow-up, the communication consultant fulfills their ethical duty to inform accurately, protect the institution's reputation, and support informed public discourse during a critical moment.

NEW QUESTION # 26

The communication manager was just part of an embargoed briefing where the chief executive officer (CEO) and other leaders learned that the new government budget means a very positive impact for the organization.

A reporter with whom the lead communicator has a good relationship called to get an immediate interview with the CEO, as he is on deadline. In this situation, the communication manager should:

- A. Agree to be interviewed off the record.
- B. Agree to be interviewed based on the relationship with the reporter.
- C. Agree to interview with the chief financial officer (CFO) rather than the CEO.
- **D. Decline the interview.**

Answer: D

Explanation:

From a strategic communication management and ethics perspective, declining the interview is the correct and most professional response because the information is under embargo. An embargoed briefing is a formal agreement that information will not be shared publicly until a specified time or condition is met. Violating an embargo undermines trust, credibility, and professional integrity, regardless of how positive the news may be or how strong the media relationship is.

Strategic communication management emphasizes that ethical obligations override convenience, relationships, and perceived opportunity. Agreeing to an interview—whether on or off the record—would breach the embargo and expose the organization to reputational, legal, and regulatory risk. "Off the record" agreements are particularly risky, as they rely on informal trust rather than enforceable rules and can easily be misunderstood or ignored under deadline pressure.

Option B is incorrect because ethical standards do not change based on personal relationships with reporters. Professional credibility depends on consistency and fairness, not favoritism. Option C attempts to bypass the embargo by substituting a spokesperson, which still violates the spirit and intent of the embargo agreement. Option A is especially problematic because it creates ambiguity and false security in a time-sensitive media environment. Declining the interview does not damage media relationships when handled professionally. A communication manager can explain that the information is embargoed and commit to scheduling an interview once the embargo is lifted. Strategic communication management recognizes that responsible journalists respect embargoes, and honoring them reinforces the organization's reliability as a source. By declining the interview, the communication manager demonstrates ethical leadership, protects organizational credibility, and preserves long-term trust with both leadership and the media-core principles of ethical and effective strategic communication management.

NEW QUESTION # 27

(Your organization has experienced a minor operational failure that affected a small number of customers. Senior leadership believes the issue is unlikely to attract media attention and asks whether it can be handled quietly without public acknowledgment. What is the most ethical communication advice?)

- A. Delay any communication until legal counsel confirms there is no obligation to disclose
- B. Recommend disclosure only if customers or media raise concerns
- C. Advise transparent communication to affected stakeholders, proportionate to the issue
- D. Follow leadership's direction since the issue is minor and unlikely to escalate

Answer: C

Explanation:

Ethical communication is grounded in honesty, accountability, and respect for stakeholders, not in the likelihood of detection. Option C reflects the correct ethical stance by recommending transparent, proportionate communication to affected stakeholders, even when the issue appears minor.

SCMP standards emphasize that communicators are guardians of organizational integrity. Ethical decision-making requires considering stakeholder impact, not just reputational exposure. Quietly handling the issue (A) or waiting to see if concerns arise (B) prioritizes organizational convenience over stakeholder trust, which can lead to greater reputational harm if the issue later becomes public.

Transparency does not mean overreaction. A proportionate response ensures that communication is accurate, timely, and scaled appropriately to the severity of the issue. This approach demonstrates responsibility, reinforces trust, and aligns with ethical governance principles.

Delaying communication solely for legal clearance (D) may be appropriate for complex regulatory matters, but using legal risk as a reason to avoid transparency undermines ethical leadership. Strategic communicators are expected to integrate legal considerations with ethical judgment—not substitute one for the other.

At the SCMP level, ethics are not situational or tactical; they are foundational to long-term reputation and stakeholder relationships. Advising transparent communication, even when uncomfortable, reinforces the communicator's role as a principled leader and trusted advisor.

NEW QUESTION # 28

An oil and gas company is developing awareness of its environmental and community outreach initiatives for one of its projects within a limited communication budget. Which of the following strategies would be MOST effective in nurturing support for the project?

- A. Securing ad space in the most relevant media
- B. Developing awareness of the project among new audiences
- C. Informing opponents of the project about the project's environmental benefits
- D. Providing the community and media with a fact sheet about the project's benefits

Answer: D

Explanation:

In reputation management, especially within high-scrutiny industries such as oil and gas, credibility and trust are far more influential than promotional visibility. When operating under a limited communication budget, the most effective strategy is one that delivers clear, credible, and consistent information while maximizing reach through earned and shared channels. Providing the community and media with a well-prepared fact sheet directly supports this objective.

Fact sheets are cost-efficient, adaptable, and trusted communication tools. They present verified information about environmental

safeguards, community benefits, and project commitments in a concise and accessible format. For community stakeholders and journalists, fact sheets serve as reference materials that support informed discussion, accurate reporting, and transparency. This approach strengthens legitimacy by emphasizing facts rather than persuasion, which is especially important for projects that may face skepticism or opposition.

Securing paid advertising (Option A) is expensive and often perceived as self-promotional, reducing credibility and limiting its effectiveness under budget constraints. Directly informing opponents (Option B) may escalate conflict rather than build broad-based support, as opponents are often resistant to message framing from project sponsors. Expanding awareness among entirely new audiences (Option D) dilutes resources and shifts focus away from the stakeholders most directly affected by the project. Strategic reputation management prioritizes engagement with local communities and credible intermediaries such as media outlets. By equipping these stakeholders with accurate, transparent information, the organization enables third-party validation—one of the most powerful drivers of trust. In this context, a fact sheet is not merely informational; it is a strategic tool that supports dialogue, reduces misinformation, and nurtures informed support while respecting both budgetary and reputational realities.

NEW QUESTION # 29

Which is a PRIMARY reason a senior leader should support internal social media as an employee engagement tool?

- A. It will provide a location for employee profiles.
- B. It offers an online marketplace.
- C. It will be a place to share company information.
- **D. It builds connections and fosters collaboration.**

Answer: D

Explanation:

From a strategic communication management and innovation perspective, the primary reason senior leaders should support internal social media is its ability to build connections and foster collaboration across the organization. Internal social platforms are not merely information repositories; they are interactive environments that enable dialogue, knowledge sharing, and relationship-building among employees who may otherwise operate in silos.

Innovation thrives in networks, not hierarchies. Internal social media lowers structural and geographic barriers by allowing employees at different levels and functions to exchange ideas, ask questions, and co-create solutions in real time. This connectivity supports informal learning and accelerates problem-solving, which are essential conditions for organizational innovation. When employees feel connected and heard, engagement increases, and engaged employees are more likely to contribute ideas and support change initiatives.

While sharing company information and hosting employee profiles are useful features, they represent basic utilities rather than strategic value. These functions can be achieved through traditional intranets or directories. The distinguishing advantage of internal social media lies in its collaborative capability-enabling peer-to-peer interaction, community formation, and cross-functional dialogue that cannot be replicated through one-way communication channels.

Senior leadership support is critical because employee participation is strongly influenced by leadership behavior. When leaders actively endorse and model engagement on internal platforms, they legitimize collaboration and signal that knowledge sharing is valued. This reinforces a culture of openness and experimentation, both of which are foundational to innovation.

In strategic communication management, tools are evaluated by their ability to influence behavior and culture, not just distribute information. Internal social media's primary strategic contribution is its capacity to connect people, amplify collective intelligence, and embed collaboration into everyday work-making it a powerful driver of employee engagement and organizational innovation.

NEW QUESTION # 30

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