

SCMPテスト内容、SCMP技術問題

SCMP学习内容	
一共是6个模块，分为3门必修+3门选修	
必修课程	章名
M1 供应链运作	1. 供应链管理概述
	2. 客户需求管理与交付
	3. 库存管理基础
	4. 物流管理
	5. 生产运作
	6. 服务运作
	7. 采购运作
	8. 质量管理
M2 供应链规划	1. 供应链环境、战略和价值
	2. 供应链设计
	3. 供应链集成和优化
	4. 供应链成本管理
	5. 供应链财务分析及工具
	6. 数字化供应链技术和应用
	7. 供应链项目管理
	8. 供应链管理创新
M3 供应链领导力	1. 供应链管理领导力概述
	2. 组织和供应链的战略与目标
	3. 组织结构规划与重组
	4. 人力资源管理及员工激励
	5. 伙伴关系管理
	6. 沟通与协同
	7. 供应链组织绩效管理
	8. 社会责任、道德和合规管理
	9. 供应链风险管理
选修课程	章名
X1 物流管理	1. 运输管理
	2. 仓储管理
	3. 逆向物流
	4. 物流服务
	5. 物流设施与设备
	6. 物流信息系统与技术
	7. 物流网络规划
	8. 物流绩效
X2 计划管理	1. 计划概述
	2. 预测与需求计划
	3. 综合供应计划
	4. 销售与运营计划
	5. 主计划、物料计划及排程
	6. 供应能力计划与管理
	7. 库存管理
	8. 计划信息系统
	9. 计划绩效
X3 采购管理	1. 采购需求
	2. 品类管理
	3. 寻源管理
	4. 全球采购
	5. 间接采购
	6. 数字化采购
	7. 采购谈判
	8. 合同管理
	9. 采购与供应商绩效管理

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GCCC SCMP Exam Syllabus Topics:

Section	Objectives
Topic 1: Strategy and Planning	- Communication strategy development 1. Goal setting and alignment with organizational objectives 2. Audience segmentation and messaging strategy
Topic 2: Principles of Strategic Communication	- Research and Analysis 1. Environmental scanning and stakeholder analysis 2. Data collection and interpretation

Topic 3: Implementation and Management	- Execution of communication plans • 1. Channel selection and content delivery • 2. Crisis communication execution
Topic 4: Evaluation and Measurement	- Performance measurement • 1. Reporting and continuous improvement • 2. KPIs and metrics for communication effectiveness

>> SCMPテスト内容 <<

SCMP技術問題 & SCMP入門知識

PassTestはGCCCのSCMP認定試験に対して問題集を提供しておるサイトで、現場のGCCCのSCMP試験問題と模擬試験問題集を含みます。ほかのホームページに弊社みたいな問題集を見れば、あとでみ続けて、弊社の商品を盗作することとよくわかります。PassTestが提供した資料は最も全面的で、しかも更新の最も速いです。

GCCC Strategic Communication Management Professional 認定 SCMP 試験問題 (Q44-Q49):

質問 # 44

A newly hired communication manager has been asked to develop the diversity, equity, and inclusion (DEI) communication strategy. Which of the following is the MOST critical starting point?

- A. Source stock photos that would imply strong organizational diversity.
- **B. Define what the organization wants to achieve through their diversity, equity, and inclusion program.**
- C. Collect information about the organization's diversity practices and metrics and share with employees.
- D. Choose the right messenger-it may be a senior leader, or possibly a middle or employee leader.

正解: B

解説:

In strategic communication management, the effectiveness of any communication strategy depends on a clearly defined purpose. When developing a diversity, equity, and inclusion (DEI) communication strategy, the most critical starting point is to define what the organization wants to achieve through its DEI program.

DEI communication must be rooted in strategy and outcomes, not tactics or surface-level messaging.

Defining objectives clarifies whether the organization's focus is on improving representation, fostering inclusive behaviors, closing equity gaps, strengthening belonging, or supporting long-term cultural and business goals. This clarity guides every subsequent decision-message framing, tone, channel selection, leadership involvement, and measurement. Without clearly articulated goals, DEI communication risks being inconsistent, symbolic, or disconnected from real organizational action, which can undermine credibility and trust.

Option A focuses on transparency and data sharing, which is important but should follow a clear understanding of why those metrics matter and what the organization intends to change. Option B is purely cosmetic and can lead to perceptions of "window dressing" if not supported by meaningful initiatives. Option C addresses messenger selection, a tactical decision that is only effective once goals and expectations are established.

From a management perspective, communication leaders are expected to ensure alignment between organizational values, actions, and messaging. DEI initiatives are particularly sensitive, and audiences quickly assess whether communication reflects genuine commitment or superficial compliance. Starting with defined objectives ensures authenticity, accountability, and coherence.

Strategic communication management emphasizes that communication should support organizational intent and behavior change. By first defining what success looks like for the DEI program, the communication manager lays the foundation for credible, inclusive, and sustainable engagement that can withstand scrutiny and drive meaningful cultural progress.

質問 # 45

Tasked with developing a marketing communication plan to promote a new product launch, a communication manager should begin by:

- A. Analyzing whether the sales goals for the new product are realistically achievable.
- B. Designing a creative social media campaign that will highlight the product's innovative features.
- C. Meeting with suppliers to determine whether marketing costs can be shared.
- D. Segmenting the targeted potential and current customers and focusing on the most profitable segments for this product line.

正解: D

解説:

In strategic communication management, effective strategy development always begins with a clear understanding of the audience. When launching a new product, the communication manager's first priority is to segment potential and current customers and identify the most relevant and profitable target segments.

Without this foundational step, all subsequent communication efforts—creative execution, channel selection, messaging, and budget allocation—risk being misaligned or ineffective.

Audience segmentation allows communicators to move beyond a one-size-fits-all approach and tailor messages to the needs, motivations, behaviors, and expectations of specific groups. Strategic communication emphasizes relevance and precision; the more accurately the target audience is defined, the more persuasive and efficient the communication plan will be. This includes distinguishing between current customers, prospects, early adopters, and niche segments that may deliver the highest return or strategic value for the product line.

Only after identifying priority segments can the communication manager determine appropriate objectives, messaging themes, tone, and channels. Creative campaigns, such as social media initiatives, should be built after understanding who the audience is and what will resonate with them. Similarly, evaluating sales goals or supplier cost-sharing may be important considerations, but they fall outside the core responsibility of communication strategy development and should not drive the initial planning process.

Strategic communication management frameworks consistently position audience analysis and segmentation as the first step in campaign planning. This ensures communication supports broader business goals while maximizing engagement, efficiency, and impact. By starting with customer segmentation, the communication manager creates a strong strategic foundation for a successful product launch and ensures that all communication activities are purposeful, targeted, and aligned with organizational objectives.

質問 # 46

During a reorganization, the communication manager is asked to conduct interviews with department managers to gather ideas about changes that could help achieve the new vision. The communication manager is told that leadership plans to lay off 25% of this group and those slated for redundancy have already been determined. Leadership wants the interviews completed before redundancies are announced. In response to this request, the communication manager should recommend that:

- A. Only the managers who will not be laid off be interviewed.
- B. Volunteers from the entire group be solicited for interviews.
- C. A random sampling of the managers be interviewed.
- D. Interviews be conducted after layoffs have occurred.

正解: D

解説:

Ethical practice is a foundational principle of strategic communication management, particularly during periods of organizational change that directly affect employees' livelihoods. In this scenario, the most appropriate recommendation is to conduct interviews after layoffs have occurred, because proceeding beforehand would involve a significant ethical breach related to transparency, trust, and respect for stakeholders.

Conducting interviews with managers who are unknowingly slated for redundancy places the communication manager in a position of deception by omission. Strategic communication ethics emphasize honesty, fairness, and the avoidance of practices that exploit stakeholder participation under false assumptions. Asking employees to contribute ideas about a future they will not be part of undermines trust and can cause lasting reputational harm once layoffs are announced.

Postponing interviews until after layoffs ensures that participation is informed and voluntary. It respects the dignity of those affected and protects the organization from accusations of manipulation or bad faith engagement. While leadership may want to move quickly, ethical communication leaders are expected to provide counsel that balances efficiency with integrity.

The alternative options are ethically flawed. Soliciting volunteers or using random sampling still risks involving individuals who will be laid off without their knowledge. Interviewing only those not affected requires disclosure of layoff decisions, which leadership has not yet made public and may not be prepared to manage. Strategic communication management recognizes that timing and transparency are critical during reorganizations.

By recommending interviews after layoffs, the communication manager demonstrates ethical leadership, safeguards organizational credibility, and reinforces trust among remaining employees—an essential factor for successful change implementation. This approach aligns with professional standards that prioritize ethical conduct over short-term convenience in communication decision-making.

質問 # 47

Which is the FIRST step to take when a CEO wants an expert to develop a training program for managers in effective communication?

- A. Research current information and resources available for managers.
- B. Film the CEO delivering an all-staff message about the new management training.
- **C. Clarify the program goals and develop a communication strategy.**
- D. Draft a training outline/course plan for effective communication.

正解: C

解説:

In strategic communication management, effective leadership advising always begins with clarity of purpose.

When a CEO requests the development of a training program for managers, the first and most critical step is to clarify the program's goals and align them with organizational strategy. Without this foundational understanding, subsequent actions risk being misaligned, inefficient, or ineffective.

Clarifying goals establishes what the organization expects the training to achieve—such as improving leadership communication, supporting change initiatives, strengthening employee engagement, or reducing performance gaps. It also identifies target audiences, desired behavioral outcomes, success measures, and how the training supports broader business objectives. Developing a communication strategy at this stage ensures that the training program is positioned correctly, supported by leadership, and integrated into the organization's culture and priorities.

Options B and D, while important, are premature without strategic clarity. Drafting a course outline or researching resources assumes that the expert already understands what problem the training is meant to solve. Similarly, Option C focuses on promotion rather than substance and skips the essential planning phase required for credibility and effectiveness.

From an advising and leading management perspective, communication professionals are expected to guide leaders toward evidence-based, purpose-driven decisions. By starting with goal clarification and strategy development, the expert demonstrates leadership, manages expectations, and creates a framework for meaningful evaluation. This step also enables informed decisions about content, delivery methods, timing, and measurement.

Strategic communication is not about producing outputs quickly; it is about ensuring that every activity serves a defined organizational need. Establishing clear goals first ensures the training program is relevant, impactful, and capable of delivering lasting value to both managers and the organization as a whole.

質問 # 48

What is the difference between a communication strategy and a communication plan?

- A. A strategy is a more focused document that outlines the communication for a specific project or initiative; a plan is a more comprehensive document with in-depth considerations and analysis.
- B. They are the same, and the terms are interchangeable.
- **C. A strategy supports communication for an organization or a significant initiative or issue; a plan has less analysis and generally focuses on deliverables and a work plan.**
- D. It does not matter which term is used as long as the document considers both internal and external communication.

正解: C

解説:

In strategic communication management, the distinction between a communication strategy and a communication plan is essential because each serves a different managerial purpose. Option A accurately reflects this difference by positioning strategy as the higher-level, analytical framework and the plan as the execution-focused document.

A communication strategy defines why and how communication will support an organization, major initiative, or issue. It is grounded in analysis of the business context, stakeholder expectations, risks, opportunities, and desired outcomes. Strategy clarifies priorities, identifies target audiences, defines intended behavioral or perceptual change, and establishes guiding principles for communication. It answers fundamental questions such as what success looks like and how communication contributes to organizational goals.

A communication plan, by contrast, translates strategy into action. It focuses on what, when, and who—detailing messages, channels, timelines, responsibilities, and deliverables. While a plan may reference analysis, it is primarily operational. Strategic communication management emphasizes that plans are only effective when they are clearly anchored in an agreed strategy; otherwise, they risk becoming lists of disconnected activities.

Option B reverses the relationship and is therefore incorrect. Strategy is broader and more analytical than a plan, not narrower.

Options C and D overlook the managerial importance of precision in terminology.

Treating strategy and planning as interchangeable weakens accountability and blurs decision-making authority.

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