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## New SCMP Exam Pattern | High Pass-Rate SCMP Valid Exam Dumps: Strategic Communication Management Professional

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## **GCCC Strategic Communication Management Professional Sample Questions (Q79-Q84):**

### **NEW QUESTION # 79**

A competitor's communication manager complains that a company's blog posts include numerous instances of spun content. In reviewing the blog posts with the editorial team, it is clear that about a third of the content in several posts is copied from other sources. Which of the following is the correct assessment of the situation?

- A. Spun content is not a form of plagiarism because this falls under the "fair use" rules.
- B. Spun content is not a form of plagiarism because it is not referred to in the IABC Code of Ethics.
- **C. Spun content is a form of plagiarism.**
- D. Since the spun content does not exceed 50% of the total content, this is not plagiarism.

**Answer: C**

Explanation:

From an ethics perspective in strategic communication management, spun content is a form of plagiarism when it involves copying ideas, structure, or language from other sources without proper attribution. Option A is correct because ethical communication standards focus on intellectual honesty and transparency, not merely on the percentage of copied material or superficial rewriting. Spun content typically involves rephrasing existing material to appear original while retaining the underlying ideas, arguments, or structure. Even if wording is altered, presenting another source's ideas as one's own- without citation-constitutes plagiarism. Strategic communication management emphasizes that originality and attribution are ethical obligations, particularly in public-facing content such as blogs, reports, and thought leadership pieces.

The incorrect options reflect common misconceptions. There is no ethical threshold-such as 50%-below which copied content becomes acceptable. Plagiarism is determined by the use of uncredited ideas, not by volume. Likewise, the absence of the term "spun content" in the IABC Code of Ethics does not make the practice acceptable. Ethical codes are principle-based; they address integrity, accuracy, and respect for intellectual property, all of which are violated by unattributed content reuse.

Invoking "fair use" is also inappropriate in this context. Fair use is a narrow legal concept that allows limited quotation for purposes such as commentary or critique, usually with attribution. It does not permit repackaging substantial portions of another's work as original content, especially for corporate communication purposes.

Strategic communication management stresses that ethical lapses in content creation can quickly damage credibility and reputation. By recognizing spun content as plagiarism, organizations protect professional integrity, uphold ethical standards, and maintain trust with audiences and peers.

### **NEW QUESTION # 80**

A company has announced an initial public offering, which has resulted in multiple media outlets requesting interviews with the company's CEO. Which action should be taken FIRST before making a recommendation to the CEO?

- A. Create a key message document that is aligned with the prospectus.
- B. Decline all interviews until the initial public offering has concluded.
- **C. Consult with company counsel, the underwriters, and the underwriters' counsel.**
- D. Create a comprehensive Q&A anticipating all potential questions.

**Answer: C**

Explanation:

When an organization announces an initial public offering (IPO), communication activities immediately become subject to heightened legal, regulatory, and ethical scrutiny. In strategic communication management, the first and most critical step before recommending any media engagement is to consult with company legal counsel, underwriters, and the underwriters' counsel. This ensures full compliance with securities regulations and protects both the organization and its leadership from unintended violations.

During the IPO process, strict rules govern what company executives may say publicly, particularly during the quiet period. Even well-intentioned comments can be interpreted as offering material information, promoting the stock, or deviating from the prospectus-each of which can trigger regulatory penalties, delay the IPO, or damage investor confidence. Communication professionals have an ethical obligation to ensure that all public communication aligns with legal requirements and approved disclosures.

Only after legal and underwriting guidance is obtained can communication leaders responsibly assess whether interviews are permissible, what topics are off-limits, and how messaging must be framed. Developing Q&A materials or key messages prior to this consultation risks preparing content that cannot legally be used.

Similarly, automatically declining all interviews may be unnecessary and strategically limiting if compliant engagement is allowed. This approach reflects the ethical role of the communication manager as a guardian of organizational credibility and compliance, not just visibility. Strategic communication management emphasizes cross-functional collaboration-particularly with legal and financial advisors-when reputational and regulatory risks intersect.

By consulting counsel and underwriters first, the communication professional ensures that any recommendation to the CEO is informed, compliant, and ethically sound, protecting the organization's reputation and the integrity of the IPO process.

### NEW QUESTION # 81

A business plan has been developed for a new product launch. Which element is critical to define as a FIRST step in building a communication plan in support of the new product?

- A. Define the target audience and how you want them to think or act differently from the current state.
- B. Articulate which communication tools fit best for the project.
- C. Review how competitors are communicating about similar products.
- D. Devise a tracking and reporting process.

**Answer: A**

Explanation:

In strategic communication management, the first and most critical step in building a communication plan is defining the target audience and identifying the desired change in their knowledge, attitudes, or behaviors.

Option D reflects the foundational principle that communication strategy begins with people and purpose- not tools, metrics, or competitive scanning.

A communication plan exists to influence specific audiences in specific ways. Until the target audience is clearly defined, communicators cannot make informed decisions about messaging, channels, tone, timing, or success measures. Equally important is clarifying how the audience should think, feel, or act differently as a result of the communication. This change objective anchors the entire strategy and ensures alignment with the business plan for the product launch.

The other options represent important but sequential steps. Tracking and reporting processes are necessary for evaluation, but they can only be designed once objectives and audiences are clear. Reviewing competitor communication can inform positioning, but it should not dictate strategy before the organization defines its own priorities and desired outcomes. Selecting communication tools is a tactical decision that must follow strategic choices, not precede them.

Strategic communication management emphasizes outcome-driven planning. By starting with the audience and the intended change, communicators ensure that all subsequent decisions-key messages, channels, cadence, and measurement-are purposeful and coherent. This approach also strengthens accountability, as success can be evaluated based on whether the defined audience actually changed in the intended way.

Defining the target audience and desired behavioral or perceptual shift establishes clarity, focus, and strategic discipline. It transforms the communication plan from a list of activities into a strategic instrument that directly supports the success of the new product launch.

### NEW QUESTION # 82

It is the beginning of May. You work for a trade organization that surveyed its members for feedback on a series of policy issues. A total of 300 members of the organization of 15,000 answered the survey in January.

You have been tasked by the general manager to communicate the survey results to the press and make the results as appealing as possible for journalists. Of the following options, which one is unethical?

- A. Presenting the results as April results
- B. Sending out the release to a selection of journalists that are known to cover the organization's surveys favourably
- C. Omitting the sample size in the release
- D. Having visuals that accompany the release only illustrate a selection of the survey results

**Answer: A**

Explanation:

Ethical communication requires accuracy, transparency, and honesty. Presenting January survey results as April results (C) is a clear misrepresentation of facts and violates core ethical principles of Strategic Communication Management. Timing can significantly influence how data is interpreted, especially in policy, regulatory, or advocacy contexts.

SCMP standards emphasize that communicators must never distort information to enhance perceived relevance or impact.

Mislabeling the timing of data intentionally deceives stakeholders and journalists, undermining trust and exposing the organization to reputational and legal risk.

While omitting sample size (B) is poor practice and weakens credibility, it is not inherently deceptive if not required. Selective visuals (A) are acceptable if they do not mislead, and targeted media distribution (D) is a standard strategic practice. Ethical breaches are defined by intentional distortion, not by strategic framing. Option C crosses that line by altering factual context. Senior communicators are guardians of organizational integrity, and SCMP-level professionals are expected to advise against actions that compromise trust—even under pressure to achieve visibility. Integrity is non-negotiable in strategic leadership communication, and accuracy is its foundation.

### NEW QUESTION # 83

Which three steps ensure realistic goals and outcomes in a corporate social responsibility plan?

- A. CEO announcement, identify partners, and approve budget.
- **B. Corporate self-assessment, determine priorities, and establish a values statement.**
- C. Draft corporate values, identify action items, and assign tasks.
- D. Set goals, get internal buy-in, and develop action plan.

**Answer: B**

Explanation:

In strategic communication management, realistic and credible corporate social responsibility (CSR) outcomes begin with a disciplined, introspective foundation. Option B—corporate self-assessment, determining priorities, and establishing a values statement—best ensures that CSR goals are achievable, authentic, and aligned with the organization's true capabilities and societal role.

A corporate self-assessment is the essential first step because it evaluates where the organization currently stands in terms of social impact, operational practices, risks, and stakeholder expectations. Without this honest assessment, CSR plans risk being aspirational rather than practical, leading to accusations of "greenwashing" or hypocrisy. Strategic communication management emphasizes that credibility is built on alignment between words and actions.

Determining priorities follows naturally from assessment. Organizations face limited resources and competing stakeholder demands; prioritization ensures focus on issues where the organization can make meaningful, measurable impact. This step prevents overly broad or unrealistic CSR commitments that dilute effectiveness and strain resources.

Establishing a values statement then provides an ethical and strategic anchor. Values guide decision-making, shape behavior, and set boundaries for CSR actions. When values are clearly articulated and rooted in organizational reality, they support consistent communication and reinforce trust among stakeholders.

The other options focus prematurely on execution or signaling. CEO announcements, budgets, and action plans are important—but only after priorities and values are defined. Drafting values and assigning tasks without assessment lacks grounding, while setting goals and action plans without clarity risks misalignment.

Strategic communication management underscores that strong CSR programs are built from the inside out. By beginning with self-assessment, priority-setting, and values clarification, organizations create a realistic, credible foundation that supports effective communication, ethical integrity, and sustainable CSR outcomes over time.

### NEW QUESTION # 84

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