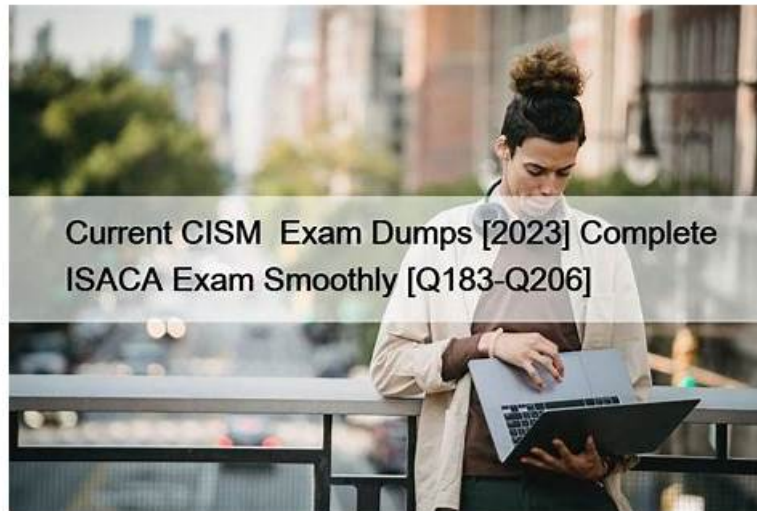


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GCCC Strategic Communication Management Professional Sample Questions (Q44-Q49):

NEW QUESTION # 44

Following a traditional service center funding model is an advantage for a communication team because:

- A. the cost is not a barrier for clients from working with their in-house communication professionals.
- B. the in-house clients understand the value of the communication team because they pay market rate for communication services.
- C. the team is always eager to do their best work because they have a captive client base.
- D. it contributes to the bottom line by generating profits for the company.

Answer: A

Explanation:

In strategic communication management, a traditional service center funding model refers to a centrally funded communication function that provides services to internal clients without charging them directly for each engagement. The primary advantage of this model is that cost does not become a barrier to access, making option A the correct answer.

When communication services are centrally funded, internal clients are more likely to engage communication professionals early and often. This supports strategic alignment, consistency, and risk management. If cost recovery or charge-back models are used, internal stakeholders may delay or avoid involving communication teams to reduce expenses, increasing the risk of misalignment, poor messaging, or reputational exposure.

Strategic communication management emphasizes early involvement as a key factor in effectiveness.

The service center model positions communication as an organizational capability rather than a transactional service. It reinforces the idea that communication is a shared strategic resource that supports enterprise-wide objectives, such as change management, leadership communication, and reputation protection. By removing financial friction, communication teams can focus on advising, planning, and coordinating rather than negotiating budgets for each request.

The other options reflect misunderstandings of the model. Charging market rates (option B) aligns more closely with a fee-for-service model, not a traditional service center. Generating profits (option C) is not the purpose of an internal communication function. A captive client base (option D) does not inherently drive quality and may actually reduce accountability if not managed properly. Strategic communication management recognizes that while no funding model is perfect, the traditional service center approach maximizes access, encourages collaboration, and supports the integration of communication into management decision-making, making it a strong model for organizations prioritizing strategic consistency and enterprise value.

NEW QUESTION # 45

Which action is MOST important in a leader's role for effective communication with employees?

- A. Make information available so employees have the essential information to do their jobs effectively.
- B. Ensure all communication flows through the executive leadership.
- C. Provide organization information that is approved by executive leaders.
- D. Provide information and feedback on individual performance only during formal reviews.

Answer: A

Explanation:

In strategic communication management, the most important responsibility of leaders in communicating with employees is ensuring that people have the essential information they need to perform their jobs effectively.

Option B reflects a fundamental principle of effective leadership communication: communication exists to enable action, not merely to transmit approved messages or reinforce hierarchy.

Employees judge communication effectiveness by its usefulness. When leaders make timely, relevant, and practical information accessible, they empower employees to make decisions, solve problems, and align their work with organizational goals. This supports productivity, engagement, and accountability. Strategic communication theory emphasizes that clarity and accessibility of information directly influence employee performance and trust in leadership.

The other options reflect more limited or outdated views of leadership communication. Restricting communication to executive-approved messages can slow information flow and reduce responsiveness.

Limiting feedback to formal reviews ignores the importance of continuous dialogue and coaching. Requiring all communication to flow through executive leadership creates bottlenecks and discourages open, two-way communication.

From an advising and leading management perspective, leaders are not just message transmitters—they are sense-makers. They help employees understand priorities, expectations, and how their roles contribute to broader objectives. Making essential information readily available demonstrates respect for employees' roles and professionalism, reinforcing a culture of transparency and competence.

Strategic communication management also highlights that effective leaders decentralize communication appropriately. They ensure the right information reaches the right people at the right time, rather than controlling every message. This approach builds trust, reduces confusion, and increases organizational agility.

Ultimately, by prioritizing access to essential job-related information, leaders fulfill their most critical communication responsibility: enabling employees to succeed. This creates stronger alignment, higher engagement, and more effective organizational performance.

NEW QUESTION # 46

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

Answer: B

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 # 47

Which step should be taken FIRST when establishing a successful social media ambassador program for an organization?

- **A. Scan channels to see which employees are already speaking about the organization.**
- B. Create a social media account for the CEO and post on their behalf.
- C. Establish social media guidelines for ambassadors.
- D. Automatically make members of the communication team the ambassadors.

Answer: A

Explanation:

In strategic communication management, the first step in creating a successful social media ambassador program is understanding the existing landscape of employee advocacy. Option B is correct because effective ambassador programs build on authentic behavior that already exists rather than imposing participation from the top down.

Scanning social media channels to identify employees who are already talking about the organization provides valuable insight into who is naturally engaged, credible, and comfortable communicating online. These individuals often have established networks, authentic voices, and genuine enthusiasm for the organization- qualities that cannot be manufactured through policy or assignment. Strategic communication management emphasizes that credibility in social media comes from authenticity, not formal authority or job title.

Starting with identification also reduces risk. By understanding what employees are already saying, communication leaders can assess tone, accuracy, alignment with organizational values, and potential reputational vulnerabilities. This diagnostic step informs later decisions about training, guidelines, and program structure. Without this insight, organizations risk designing ambassador programs that feel forced, ineffective, or misaligned with real employee behavior.

The other options are premature or strategically flawed. Guidelines are important, but they should be informed by actual employee practices and risks. Automatically appointing communication team members limits diversity of voices and undermines peer credibility. Posting on behalf of the CEO contradicts the principle of authenticity and can damage trust if discovered.

Strategic communication management views ambassador programs as relationship-based initiatives rather than control mechanisms. By first identifying employees who are already active and influential, organizations can design programs that amplify genuine advocacy, foster innovation in engagement, and strengthen trust with external audiences. This foundation greatly increases the likelihood of long-term success and sustainable impact.

NEW QUESTION # 48

In order to encourage and reinforce an ethical culture, an organization's ethics program should include:

- A. links to applicable local criminal law.
- **B. consistent, clear messages about values.**
- C. punishments and rewards for employee behavior.
- D. references for the consultant who drafted the program.

Answer: B

Explanation:

In strategic communication management, an ethical culture is built and sustained primarily through clarity, consistency, and shared understanding of organizational values. Option A is correct because consistent, clear messages about values form the foundation of ethical behavior across the organization. Ethics programs are most effective when they help employees understand not just what rules exist, but why ethical behavior matters and how it aligns with the organization's purpose and identity.

Values-based communication provides guidance in situations where rules alone may be insufficient or ambiguous. Employees frequently face complex decisions that cannot be resolved simply by referring to laws or policies. Strategic communication management emphasizes that values act as decision-making anchors, helping employees apply judgment in real-world situations. Clear and repeated messaging ensures these values are understood, internalized, and reinforced over time.

The other options are incomplete or misdirected. While awareness of laws is important, linking ethics programs primarily to criminal statutes promotes a compliance mindset rather than an ethical one.

Compliance focuses on avoiding punishment; ethics focuses on doing the right thing. Punishments and rewards can support accountability, but on their own they do not create an ethical culture and may encourage behavior driven by fear or incentives rather than integrity. Referencing consultants is irrelevant to employee behavior and ethical reinforcement.

Strategic communication management recognizes that culture is shaped by what leaders say, what they repeat, and what they model. Ethics programs that consistently communicate values-through leadership messaging, training, storytelling, and daily practices-embed ethics into the organization's fabric rather than treating it as a checklist.

By prioritizing clear, consistent messaging about values, organizations foster trust, accountability, and ethical decision-making, creating a culture where employees are empowered to act responsibly even in the absence of formal rules.

NEW QUESTION # 49

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