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

NEW QUESTION # 79

Which of the following competencies should a communication professional, engaged in strategic communication management, develop FIRST to ensure they add value to an organization?

- A. Leadership development
- B. Strategic advisory skills

- C. Change communication
- D. Business and financial acumen

Answer: D

Explanation:

In strategic communication management, business and financial acumen is the foundational competency that communication professionals must develop first in order to add measurable value to an organization. Option C is correct because strategic credibility depends on understanding how the organization creates value, allocates resources, measures performance, and manages risk.

Without this understanding, communication advice—no matter how well crafted—risks being perceived as tactical or disconnected from business realities.

Business and financial acumen enables communication professionals to align communication strategies with organizational objectives such as growth, profitability, cost control, risk mitigation, and long-term sustainability. It allows communicators to interpret business plans, financial statements, budgets, and performance indicators, and to translate these into communication priorities that support leadership decision-making. Strategic communication management emphasizes that communication must serve business outcomes, not operate in parallel to them.

Other competencies build on this foundation. Strategic advisory skills are ineffective if the advisor does not understand the business context in which decisions are made. Change communication requires insight into operational impacts, financial constraints, and strategic trade-offs. Leadership development is important, but it presumes that the communication professional already understands how leadership decisions affect organizational performance.

Senior leaders value communication professionals who can speak the language of business, anticipate the implications of decisions, and frame communication as a lever for achieving strategic goals. Business and financial acumen enables communicators to prioritize initiatives, justify investments, evaluate return on communication efforts, and participate confidently at the management table.

Strategic communication management positions communication leaders as business partners. Developing business and financial acumen first ensures relevance, influence, and credibility—making it the essential starting point for all other advanced communication competencies.

NEW QUESTION # 80

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. It does not matter which term is used as long as the document considers both internal and external communication.
- C. They are the same, and the terms are interchangeable.
- D. 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.

Answer: D

Explanation:

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.

Strategic communication management relies on this distinction to elevate communication from execution to leadership. Strategy provides direction and coherence; plans provide discipline and delivery. Together, they ensure communication is purposeful, aligned, and effective—but they are not the same.

NEW QUESTION # 81

A communication manager has been employed at a technology company following its recent acquisition by a global conglomerate. The acquisition involved significant retrenchments (25% of the 5,000-strong local staff), as well as the addition of new and young staff who are based in 12 countries, all using different technology systems and infrastructure. A new chief executive officer (CEO) has been appointed through an external executive placements agency, and she has hired the communication manager to establish a communication department and new communication strategy for the business. Which of the following poses the biggest immediate challenge to achieving effective communication within the business?

- A. The generation gap, since most new employees are younger than senior management
- **B. Geographical spread resulting in reaching people in many different countries, all using different technology platforms**
- C. Attitudes and opinions of all employees towards the new CEO and management team following the acquisition and retrenchment
- D. Cultural and language differences which may exist across the 12 countries

Answer: B

Explanation:

From a strategic communication management perspective, the biggest immediate challenge in this scenario is the organization's geographical spread combined with fragmented technology platforms. Option B is correct because effective communication cannot occur at scale unless there is reliable reach, access, and infrastructure alignment across the workforce.

Following a major acquisition, communication urgency is high. Employees need timely, consistent, and coordinated information to reduce uncertainty, align around leadership direction, and stabilize operations.

However, when employees are distributed across 12 countries and rely on different communication systems, tools, and digital maturity levels, even basic message delivery becomes complex. Without shared platforms or interoperable systems, messages may be delayed, distorted, duplicated, or missed entirely—undermining trust and effectiveness.

Strategic communication management emphasizes that reach precedes meaning. Before addressing attitudes, culture, or generational preferences, the communication function must first ensure that messages can physically and digitally reach all employees in a consistent manner. Infrastructure fragmentation directly constrains speed, consistency, and control—critical factors during post-acquisition integration.

The other options represent important but secondary challenges. Cultural and language differences, employee attitudes toward leadership, and generational dynamics all influence message interpretation and engagement, but these issues can only be addressed once a functioning communication delivery system is in place. Without common channels or coordinated technology, even the best-crafted messages and leadership intent cannot be executed effectively.

For a newly appointed communication manager tasked with building a communication function from scratch, resolving channel access, platform alignment, and global reach is the most urgent priority. Addressing the geographical and technological complexity first creates the foundation upon which trust-building, cultural adaptation, and leadership communication can successfully occur.

NEW QUESTION # 82

Which of the following is the BEST example of a SMART goal?

- **A. "Increase understanding of our business strategy among employees by 5% by 1 January."**
- B. "Increase customer advocacy by 100% by the end of this calendar year."
- C. "Increase the number of news advisories we share with the media from four to eight."
- D. "Increase the number of employees that use our social media tool during the next six months."

Answer: A

Explanation:

SMART goals are a cornerstone of strategy development in strategic communication management because they translate intent into measurable and accountable outcomes. A SMART goal must be Specific, Measurable, Attainable, Relevant, and Time-bound.

Option D best satisfies all five criteria and therefore represents the strongest example.

"Increase understanding of our business strategy among employees by 5% by 1 January" is specific because it clearly identifies what will change (employee understanding of business strategy) and who is affected (employees). It is measurable because the 5% increase can be assessed using surveys, assessments, or benchmarking tools. It is attainable, assuming the organization has appropriate communication channels and resources. It is relevant because employee understanding of business strategy directly supports alignment, engagement, and performance. Finally, it is time-bound, with a clear deadline of 1 January.

Option A includes a percentage and timeline but lacks clarity and realism. "Customer advocacy" is vaguely defined, and a 100% increase may not be attainable or measurable without a clear baseline. Option B is measurable and specific, but it focuses on activity output rather than strategic outcome, making it less relevant as a SMART objective. Option C is time-bound and somewhat specific but lacks a measurable target, such as a percentage or numeric increase, which weakens accountability.

From a strategic communication perspective, SMART goals are essential for demonstrating value, guiding execution, and enabling

evaluation. They shift communication planning away from vague intentions and toward outcome-driven performance. Option D exemplifies this discipline by aligning clarity, measurement, relevance, and timing-making it the most effective and strategically sound choice.

NEW QUESTION # 83

Which global communication trends impact how a marketing communication team may function?

- A. The growth of streaming video and audio platforms
- B. The use of media outlets and influencers to promote a brand
- C. The lack of convergence between internal and external stakeholders
- D. The irrelevance of local media tracking and analysis

Answer: A

Explanation:

In strategic communication management, global communication trends are identified by structural shifts in how audiences consume information and how organizations must adapt their communication capabilities. The growth of streaming video and audio platforms is a significant global trend that directly impacts how marketing communication teams function, making option A the correct answer. Streaming platforms-such as on-demand video, podcasts, and live-streaming services-have fundamentally changed audience behavior. Audiences now expect personalized, mobile-first, and on-demand content rather than scheduled, one-way messaging. This trend forces marketing communication teams to develop new competencies in content creation, storytelling, real-time engagement, and platform-specific analytics. Teams must also adapt workflows to support continuous publishing cycles rather than traditional campaign-based schedules.

Strategic communication management highlights that innovation in channels drives innovation in organizational structure. The rise of streaming platforms often requires closer integration between marketing, digital, content, and analytics functions. It also increases the need for agility, experimentation, and rapid response-key characteristics of modern communication teams operating in global environments.

The other options do not accurately reflect global trends. Local media tracking and analysis remain highly relevant, particularly in multinational organizations. The use of media outlets and influencers is a tactic, not a global trend reshaping how teams function. The lack of convergence between internal and external stakeholders is incorrect; in fact, convergence has increased due to digital transparency and social media.

By responding to the growth of streaming platforms, marketing communication teams evolve their skills, tools, and structures to remain effective. This trend reshapes not just what messages are delivered, but how teams collaborate, measure success, and innovate-making it a defining global communication trend in strategic communication management.

NEW QUESTION # 84

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