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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 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 (Q65-Q70):

NEW QUESTION # 65

When working with multi-stakeholder groups, which of the following is considered the BEST practice for successful outcomes?

- A. Setting up a rapid response system to address stakeholders' misperceptions, inaccurate reporting, and misrepresentations of your message
- B. Building a comprehensive suite of communication tools to ensure that the organization's message is delivered equally and consistently to all audiences
- C. Focusing on a limited number of centrally shaped and controlled messages to be delivered uniformly across all platforms
- **D. Establishing a process for ongoing, two-way communication with all relevant interest groups**

Answer: D

Explanation:

In strategic communication management, successful engagement with multi-stakeholder groups depends on ongoing, two-way communication, making option C the best practice. Multi-stakeholder environments are inherently complex, involving groups with different interests, expectations, levels of influence, and perceptions of the organization. Effective communication in these settings is not achieved through message control alone, but through dialogue, listening, and relationship-building.

Strategic communication theory emphasizes that stakeholders are not passive recipients of information. They actively interpret, respond to, and shape organizational meaning. Establishing structured, continuous two-way communication allows organizations to understand stakeholder concerns, identify emerging issues early, and adjust strategies before conflicts escalate. This approach builds trust, legitimacy, and credibility—outcomes that are essential for long-term success in environments involving regulators, employees, customers, communities, investors, and advocacy groups.

The other options reflect outdated or limited communication models. Delivering uniform messages across all audiences ignores the reality that different stakeholders require tailored engagement. Rapid response systems are reactive tools, useful during crises, but they do not replace proactive relationship management. Centrally controlled messaging prioritizes organizational convenience over stakeholder understanding and often leads to resistance or disengagement.

From an advising and leadership perspective, communication leaders are expected to guide management toward inclusive, adaptive approaches that support sustainable decision-making. Two-way communication enables shared understanding, reduces misinformation, and encourages collaboration rather than confrontation.

By institutionalizing ongoing dialogue with relevant interest groups, organizations move from message transmission to relationship management. This practice aligns with modern strategic communication management principles and consistently produces stronger, more resilient outcomes in complex stakeholder environments.

NEW QUESTION # 66

When developing a strategy for announcing company news, such as a leadership transition that is not covered by industry regulations, the reason why organizational leaders and employees are engaged FIRST is:

- A. media tends to distort messages.
- **B. to ensure they have the information needed to communicate with others.**
- C. so there is time to print new business cards.
- D. leaders need to feel important so they want to be notified first.

Answer: B

Explanation:

In strategic communication management, engaging organizational leaders and employees first during significant announcements is essential to ensure they are properly informed and equipped to communicate accurately with others. Option D is correct because employees and leaders act as critical communication intermediaries, both formally and informally, and their understanding directly influences message consistency, credibility, and trust.

Leaders and employees are often the first point of contact for external stakeholders such as customers, partners, suppliers, and community members. If they learn about important news secondhand or through external channels, uncertainty and misinformation can spread quickly. Strategic communication management emphasizes that internal alignment must precede external communication so that those closest to the organization can reinforce key messages and respond confidently to questions.

Providing leaders and employees with information first also supports transparency and respect. It signals that the organization values its people as trusted stakeholders rather than passive recipients of news. This approach strengthens engagement, reduces rumors, and enhances morale—particularly during leadership transitions, which can create anxiety and speculation if poorly communicated. The other options reflect misconceptions about communication priorities. Printing business cards is a logistical issue, not a strategic concern. Appealing to leaders' egos undermines professional communication principles. While media distortion is a legitimate risk, it is not the primary reason for engaging internal audiences first; the core issue is readiness and alignment. Strategic communication management underscores that effective announcements follow a clear sequence: internal awareness and understanding first, then external disclosure. By ensuring leaders and employees have the information they need to communicate consistently and accurately, organizations protect credibility, maintain trust, and strengthen overall communication effectiveness during important organizational changes.

NEW QUESTION # 67

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

Answer: B

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 # 68

What is the MOST important factor to consider when adopting a communication practice or method from another company?

- A. Psychographics of stakeholders
- B. Preference of project sponsor
- **C. Alignment to business objective**
- D. Alignment with company brand

Answer: C

Explanation:

In strategic communication management, the foremost criterion when adopting a communication practice from another organization is its alignment with the business objective. Communication does not exist for its own sake; it is a strategic management function designed to support organizational goals such as growth, efficiency, change implementation, risk mitigation, or reputation enhancement. Even highly successful communication methods from admired companies can fail if they do not directly contribute to what the organization is trying to achieve.

Business objectives provide the strategic "north star" for all communication decisions. Before considering branding consistency, stakeholder psychology, or leadership preferences, communicators must first ask whether a borrowed practice advances the

organization's strategic priorities. For example, a company focused on operational efficiency may require streamlined, instructional communication, whereas one pursuing innovation may need collaborative and exploratory messaging. If the adopted method does not support these objectives, it can create distraction, misalignment, and wasted resources.

Strategic communication management emphasizes that objectives drive strategy, and strategy drives tactics.

Borrowing tactics without verifying objective alignment reverses this logic and increases the risk of superficial imitation rather than purposeful adaptation. While alignment with brand and stakeholder psychographics is important, these factors are secondary filters that refine execution-not the primary decision gate.

Additionally, leadership preferences should never override strategic fit. Allowing sponsor preference to dictate communication approaches can undermine organizational coherence and weaken credibility. By grounding decisions in business objectives, communication leaders demonstrate their advisory role at the management level, ensuring that communication remains a value-adding function rather than a decorative one.

Ultimately, alignment to business objectives ensures relevance, measurability, and strategic legitimacy- hallmarks of effective communication management.

NEW QUESTION # 69

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

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

Answer: B

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 # 70

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