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GCCC Strategic Communication Management Professional Sample Questions (Q69-Q74):

NEW QUESTION # 69
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. Create a comprehensive Q&A anticipating all potential questions.
- C. Consult with company counsel, the underwriters, and the underwriters' counsel.
- D. Decline all interviews until the initial public offering has concluded.

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, thefirst and most critical stepbefore 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 # 70
At a recent seminar, an executive of a high-profile social media company gave a persuasive presentation about the future of their social media app for business use. The data included were: it reaches 41% of all 18- to 34-year-olds on any given day; with a geographic filter applied, it is typically seen by 40-60% of daily users within the national audience; 58% of college students would likely purchase a brand's product or service if they saw a coupon on the app; brands are charged an average of $75,000 a day to advertise on it. The organization's products and services are designed to serve the needs of the 40- to 60-year-old segment of the market. The marketing department has already allocated their budget for the year to other channels. The CEO wants to adopt this new technology. What is the BEST way to counsel the CEO?

- A. Reallocate budget to accommodate piloting the social media app, then give the executive team a leading business publication featuring new media case studies so they can learn how other businesses are making use of new media.
- B. Advise that the social media app is not a good fit and it will not deliver a good return on investment (ROI) for the company.
- C. Counsel the CEO that the budget is already allocated for the year and the app cannot be implemented this year.
- D. Revisit the communication plan with the aim of finding opportunities to start implementing activity on the social media app as soon as possible and educate the organization on the strategic application of new media to reach a wider audience.

Answer: B

Explanation:
In strategic communication management, technology adoption decisions must be grounded in audience relevance, strategic alignment, and return on investment-not enthusiasm generated by persuasive presentations or emerging trends. Option D is the best counsel

because the proposed social media platform does not align with the organization's core market segment, business objectives, or current resource constraints.
The data presented clearly shows that the platform's strength lies in reaching younger audiences, particularly 18- to 34-year-olds and college students. However, the organization's products and services are explicitly designed for a 40- to 60-year-old demographic. Strategic communication management emphasizes audience- first planning: channels are selected because they reach priority stakeholders effectively, not because they are innovative or widely discussed.
In addition, the cost structure of the platform-$75,000 per day-represents a significant investment. Without evidence that the organization's primary audience is active and responsive on this platform, the likelihood of achieving acceptable ROI is low. Reallocating budget or piloting the platform would divert resources from channels already selected to reach the intended audience more efficiently.
The other options prioritize experimentation or trend adoption over strategic discipline. While innovation is important, it must support business goals. Advising delay due to budget timing alone misses the deeper issue of misalignment. Revising the plan to "try it anyway" risks chasing visibility rather than value.
Strategic communication management requires leaders to distinguish betweenpopular platformsandappropriate platforms. By advising that the app is not a good strategic fit, the communication manager fulfills their advisory role-protecting resources, reinforcing audience alignment, and ensuring communication investments support measurable business outcomes rather than trend-driven decisions.

NEW QUESTION # 71
If a communication manager wants to convince senior leaders that using peer-driven social media is highly likely to increase sales, which of the following steps should be taken to convince them?

- A. Create a business case that demonstrates results based on research.
- B. Sign senior leaders up on social media platforms.
- C. Provide senior leaders with a list of websites with good examples of research.
- D. Show senior leaders a report written for a previous employer.

Answer: A

Explanation:
In strategic communication management, senior leaders are persuaded by evidence that links communication initiatives directly to business outcomes. Creating a business case grounded in credible research is the most effective way to demonstrate how peer-driven social media can increase sales. Option D is correct because it aligns communication recommendations with leadership priorities such as revenue growth, return on investment, and risk management.
A well-constructed business case translates research findings into organizational relevance. It connects peer influence, social proof, and engagement metrics to measurable outcomes such as conversion rates, customer acquisition, and purchase intent. Strategic communication management emphasizes that leadership decisions are rarely driven by anecdotes or exposure alone; they require structured analysis, assumptions, projections, and clearly articulated benefits.
The other options fail to meet this standard. Simply signing leaders up on social platforms builds familiarity but does not demonstrate value. Providing examples of research without synthesis places the burden of interpretation on leaders and weakens the communicator's advisory role. Sharing a report from a previous employer may lack contextual relevance and credibility within the current organization.
By contrast, a tailored business case integrates internal data, external research, competitive context, cost estimates, and success measures. It anticipates leadership concerns, such as budget impact and organizational readiness, while demonstrating how peer-driven social media aligns with strategic goals. This approach positions the communication manager as a strategic partner rather than a channel advocate.
Strategic communication management prioritizes outcome-based reasoning. When communicators present research-backed business cases, they move conversations from preference and trend adoption to informed decision-making-significantly increasing the likelihood of leadership support and successful implementation.

NEW QUESTION # 72
A senior executive from an international firm has been presenting to local employee groups as part of a large change initiative. The executive will soon begin presenting the same materials to employee groups in several other countries. The executive has not requested country-specific materials from the communication team.
What is the BEST action for the communication manager to take?

- A. Recommend that the senior executive adapt the presentation for each audience.
- B. Reach out to a contact in each location and request audience feedback after the presentation.

- C. In a change effort, it is important for employees to hear a consistent message, so no changes should be made.
- D. Rewrite the materials for each audience and forward them to the executive.

Answer: A

Explanation:
In strategic communication management, the most effective action is to recommend that the senior executive adapt the presentation for each audience. While message consistency is important in large change initiatives, consistency does not mean uniformity. Global organizations operate across different cultural, regulatory, economic, and workplace contexts, and employees interpret messages through local norms and expectations.
Adapting the presentation ensures relevance without compromising the core change narrative.
From an advising and leading management perspective, communication professionals add value by anticipating risks and guiding leaders toward more effective engagement-even when not explicitly asked.
Recommending adaptation demonstrates strategic counsel rather than tactical execution. It preserves the executive's ownership of the message while ensuring that examples, language, emphasis, and delivery style resonate with local audiences.
Rewriting materials independently (option B) risks overstepping authority and disconnecting the executive from the message. Waiting for feedback after presentations (option C) is reactive and allows misunderstandings to occur before they are addressed. Making no changes at all (option A) assumes that employees across countries share the same concerns, motivations, and interpretations, which contradicts best practices in global change communication.
Strategic communication management emphasizes "global consistency with local relevance." Core messages-such as vision, purpose, and direction-should remain stable, while contextual elements should be adapted to address local employee realities. This approach increases credibility, reduces resistance, and improves comprehension during change initiatives.
By recommending adaptation, the communication manager fulfills their advisory role, supports leadership effectiveness, and enhances employee engagement across diverse markets. This proactive guidance strengthens trust in leadership, reinforces the change strategy, and ensures that communication functions as a strategic enabler rather than a one-size-fits-all broadcast mechanism.

NEW QUESTION # 73
The communication manager was just part of an embargoed briefing where the chief executive officer (CEO) and other leaders learned that the new government budget means a very positive impact for the organization.
A reporter with whom the lead communicator has a good relationship called to get an immediate interview with the CEO, as he is on deadline. In this situation, the communication manager should:

- A. Decline the interview.
- B. Agree to be interviewed off the record.
- C. Agree to interview with the chief financial officer (CFO) rather than the CEO.
- D. Agree to be interviewed based on the relationship with the reporter.

Answer: A

Explanation:
From a strategic communication management and ethics perspective, declining the interview is the correct and most professional response because the information is under embargo. An embargoed briefing is a formal agreement that information will not be shared publicly until a specified time or condition is met. Violating an embargo undermines trust, credibility, and professional integrity, regardless of how positive the news may be or how strong the media relationship is.
Strategic communication management emphasizes that ethical obligations override convenience, relationships, and perceived opportunity. Agreeing to an interview-whether on or off the record-would breach the embargo and expose the organization to reputational, legal, and regulatory risk. "Off the record" agreements are particularly risky, as they rely on informal trust rather than enforceable rules and can easily be misunderstood or ignored under deadline pressure.
Option B is incorrect because ethical standards do not change based on personal relationships with reporters.
Professional credibility depends on consistency and fairness, not favoritism. Option C attempts to bypass the embargo by substituting a spokesperson, which still violates the spirit and intent of the embargo agreement.
Option A is especially problematic because it creates ambiguity and false security in a time-sensitive media environment.
Declining the interview does not damage media relationships when handled professionally. A communication manager can explain that the information is embargoed and commit to scheduling an interview once the embargo is lifted. Strategic communication management recognizes that responsible journalists respect embargoes, and honoring them reinforces the organization's reliability as a source.
By declining the interview, the communication manager demonstrates ethical leadership, protects organizational credibility, and preserves long-term trust with both leadership and the media-core principles of ethical and effective strategic communication management.

NEW QUESTION # 74
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