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GCCC Strategic Communication Management Professional Sample Questions (Q45-Q50):

NEW QUESTION # 45

Which is the BEST example of an outcome-based communication objective for an annual benefits re-enrollment campaign?

- **A. Eighty-two percent of eligible employees will submit an updated benefits enrollment form prior to the enrollment deadline.**
- B. The company will save \$1.2 million based on the enrollment choice employees make.
- C. Ninety-five percent of eligible employees will visit the benefits section of the intranet during the re-enrollment period.
- D. The communication team will publish one intranet article per week throughout the enrollment period.

Answer: A

Explanation:

In strategic communication management, an outcome-based communication objective focuses on the specific behavior or action that communication is intended to influence. Option B is the strongest example because it directly measures a desired behavioral outcome—employees completing and submitting updated benefits enrollment forms within a defined timeframe.

Outcome-based objectives differ from output-based or activity-based objectives. They are centered on what the audience does as a result of communication, not merely what the communication team produces or how often content is accessed. In a benefits re-enrollment campaign, the primary organizational objective is ensuring employees actively review and confirm their benefit selections. Submission of updated enrollment forms is the clearest indicator that this objective has been achieved.

Option A measures awareness or exposure, not action. Visiting the intranet is an intermediate step that does not guarantee employees understood the information or completed enrollment. Option D is a tactical output describing what the communication team will do, not the result of those efforts. Option C reflects a business outcome influenced by many factors beyond communication, making it inappropriate as a direct communication objective.

Strategic communication management emphasizes that well-formed objectives should be specific, measurable, audience-focused, and directly tied to the intended change. Option B meets these criteria by defining who is affected, what behavior is expected, how success will be measured, and when it must occur.

By framing objectives around behavioral outcomes, communication leaders can more accurately evaluate effectiveness, demonstrate value to senior management, and ensure communication efforts support organizational goals. This makes option B the most effective outcome-based communication objective for a benefits re-enrollment campaign.

NEW QUESTION # 46

What is the MOST effective method of reputation risk management?

- A. Establishing partnerships
- B. Honesty and candor
- C. Communication transparency
- **D. Scenario planning**

Answer: D

Explanation:

In strategic communication management, the most effective method of reputation risk management is scenario planning because it enables organizations to anticipate, prepare for, and mitigate potential threats before they escalate into reputational crises. Reputation risk is inherently uncertain, often emerging from complex interactions between stakeholders, media, operational decisions, and external events. Scenario planning provides a structured way to manage this uncertainty.

Scenario planning involves identifying plausible risk situations—such as operational failures, ethical concerns, regulatory issues, or social media backlash—and analyzing their potential impact on organizational reputation. Communication leaders work with senior management to assess vulnerabilities, define response strategies, and clarify decision-making roles in advance. This preparation allows organizations to respond quickly, consistently, and confidently when issues arise, reducing damage and preserving trust. While honesty, candor, and transparency (Options B and C) are essential principles during issue response, they are reactive rather than preventive. These qualities are most effective when embedded within a broader preparedness framework. Without prior planning, even transparent communication can appear disorganized or insufficient during a crisis. Establishing partnerships (Option D) can strengthen stakeholder relationships, but partnerships alone do not equip an organization to manage sudden or high-impact

reputation risks.

Scenario planning elevates communication from tactical reaction to strategic foresight. It supports leadership decision-making, aligns communication with business continuity planning, and integrates reputation considerations into enterprise risk management. It also ensures that communication professionals are positioned as advisors who help leadership anticipate stakeholder expectations and media scrutiny.

In strategic communication management, the organizations that protect reputation most effectively are those that prepare before problems occur. Scenario planning enables anticipation, coordination, and disciplined response-making it the most powerful and effective method of reputation risk management.

NEW QUESTION # 47

Which of the following contains the MOST important components in a strategic planning template to help the leadership team quickly understand and prioritize projects submitted by each business unit for the coming year?

- A. Detailed Problem Statement, Potential Solutions, Action Items, Timeline, and Budget
- B. Executive Summary, Key Performance Indicators, Industry Analysis, Financial Projections, and Timeline
- C. Corporate Goals, Mission Statement, Action Items, Communication Plan, and Monitoring & Evaluation
- D. Key Stakeholders, Historic Trends, Messaging Strategies, Anticipated Results, and Assessment

Answer: A

Explanation:

When senior leadership is asked to review and prioritize project proposals from multiple business units, clarity, comparability, and decision-focused information are essential. The most effective strategic planning template is one that allows leaders to quickly understand the issue being addressed, the proposed response, required resources, and expected execution timeline. Option D best meets these needs.

A detailed problem statement clearly explains why the project exists and what organizational challenge or opportunity it addresses. This enables leaders to assess strategic relevance and urgency. Presenting potential solutions demonstrates that alternatives have been considered and allows leadership to evaluate the soundness of the recommended approach. Action items translate strategy into execution, showing exactly what will be done and by whom.

Including a timeline provides visibility into sequencing, duration, and dependencies, which is critical for capacity planning and coordination across business units. The budget component is especially important for prioritization, as leadership decisions often involve trade-offs between cost, impact, and available resources.

Together, these elements give decision-makers a concise yet comprehensive view of feasibility, value, and risk.

The other options contain valuable components but are less effective for rapid prioritization. Option A emphasizes analysis and projections that may be excessive at an early decision stage. Option B is more communication-focused and lacks operational and financial clarity. Option C describes high-level strategy but does not provide sufficient detail for comparing competing initiatives.

From a strategic communication management perspective, leadership-facing tools must be designed for decision efficiency. A template built around problem definition, solutions, execution details, timing, and cost enables informed prioritization and supports disciplined, transparent governance of organizational initiatives.

NEW QUESTION # 48

Personal protective equipment (PPE) supply is a sensitive topic during a pandemic. A communication consultant at a local hospital receives a call from a reporter asking about PPE supply. An internal hospital email was forwarded to the reporter stating the hospital only has a five-day supply of PPE, but more PPE supply is due to arrive at the central warehouse within four days. The email also mentions that an expedited delivery process is in place. The reporter wants to know if the hospital will run out of PPE. How should the communication consultant respond to the reporter?

- A. Ask the reporter to call back in five days as there will be more information about the PPE supply at that time.
- B. Confirm the current five-day supply of PPE, provide details about the expedited shipping process from the warehouse, and schedule a follow-up call.
- C. Confirm the current five-day supply and state that hospital management is not at all worried about getting more supply.
- D. Tell the reporter "no comment" because the internal hospital email should not have been leaked to the reporter.

Answer: B

Explanation:

Ethical communication during a crisis requires accuracy, transparency, and responsibility to public trust. In a public health emergency, hospitals are highly scrutinized institutions, and how they communicate about sensitive issues such as PPE supply can directly affect credibility, employee morale, and public confidence.

The most appropriate response is to confirm the current supply, explain the mitigation steps in place, and commit to ongoing communication.

Option C reflects best practices in ethical crisis communication. Acknowledging the five-day supply demonstrates honesty and avoids perceptions of concealment. Providing context about the expedited delivery process reassures stakeholders that leadership is actively managing the risk rather than ignoring it. Scheduling a follow-up call signals accountability and openness, reinforcing trust with the media and the public.

Option A ("no comment") may appear evasive and can escalate suspicion, even if the information was leaked improperly. Ethical communication prioritizes public understanding over internal discomfort. Option B minimizes the situation and introduces unnecessary reassurance, which can damage credibility if circumstances change. Option D delays communication and creates uncertainty, increasing the likelihood of speculation or misinformation.

Strategic communication management emphasizes that trust is built not by perfection, but by transparency and preparedness. During crises, organizations must communicate what they know, what they are doing, and what will happen next. This approach balances factual disclosure with responsible framing, avoiding panic while maintaining integrity.

By confirming facts, explaining actions, and committing to follow-up, the communication consultant fulfills their ethical duty to inform accurately, protect the institution's reputation, and support informed public discourse during a critical moment.

NEW QUESTION # 49

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 # 50

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