

SCMP模擬対策問題 & SCMP日本語



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>> SCMP模擬対策問題 <<

完璧-正確的なSCMP模擬対策問題試験-試験の準備方法SCMP日本語

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GCCC Strategic Communication Management Professional 認定 SCMP 試験問題 (Q55-Q60):

質問 # 55

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

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

正解: B

解説:

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.

質問 # 56

You are the communications director of a large pet supplies store chain. One of your suppliers sends you a formal notification that one of their dog food products is being investigated by regulators for potential harmful ingredients that might severely harm pets' health. They have not decided yet for a total recall, but they are issuing this early warning to distributors only. You understand this product is your best-selling one. Your advice to the CEO in terms of the most effective crisis communication response would be to:

- A. Contact the supplier and get an update, monitor the situation closely, review customer complaints and be ready to act as needed.
- B. Recall the products as a distributor, issue a warning to all customers and communicate the recall through your social media.
- C. Contact the supplier, ask for a total recall of the product, ask them to take responsibility and issue a public statement about it, without involving your own store brand.
- D. Immediately withdraw the products from the shelves, in order to minimize any risk and then wait for the results of the study.

正解: A

解説:

Effective crisis communication at the strategic level is grounded in proportionality, evidence-based decision-making, and readiness. At this stage, the issue is a potential risk under investigation, not a confirmed crisis.

The SCMP framework emphasizes avoiding premature actions that could unnecessarily damage trust, revenue, or credibility while still prioritizing stakeholder safety.

Option D reflects disciplined reputation management. By engaging directly with the supplier, monitoring regulatory developments, reviewing customer feedback, and preparing response scenarios, the organization remains informed and agile. This approach allows leadership to act decisively if the situation escalates, without triggering unnecessary panic or reputational harm.

Immediate withdrawal or recall (A and B) may be appropriate if risk is confirmed, but acting without verified evidence could undermine credibility, strain supplier relationships, and create confusion among customers.

Similarly, distancing the brand entirely (C) ignores the distributor's shared responsibility in the eyes of stakeholders and may be perceived as evasive.

Strategic communicators advise leaders to balance risk mitigation with reputational stewardship. Monitoring and preparedness demonstrate responsibility, transparency, and leadership judgment—key attributes evaluated at the SCMP level. This approach also ensures that when action is taken, it is supported by facts, legal guidance, and coordinated messaging.

In crisis management, timing and accuracy matter as much as speed. Option D best reflects strategic restraint combined with readiness, aligning with best practices in reputation and issue management.

質問 # 57

In defining the goals component of a communication plan, a communication manager should:

- A. request clarification from senior management regarding the resources available to implement the plan.
- B. evaluate a wide range of communication channels that will reach the target audiences.
- C. decide what the target audiences should do as a result of implementation of the communication plan.
- D. determine which goals can be tracked on a continuous basis.

正解: C

解説:

In strategic communication management, the goals component of a communication plan is fundamentally about defining intended outcomes, not activities, resources, or channels. Option C is correct because communication goals should clearly state what target audiences are expected to think, feel, or do differently as a result of the communication effort. This outcome-focused approach distinguishes strategic planning from tactical execution.

Goals provide direction and purpose. They translate business objectives into audience-centered outcomes, such as increased understanding, changed attitudes, or specific behaviors. Without clearly defining the desired audience response, a communication plan risks becoming a list of disconnected activities rather than a strategic tool that drives organizational results. Strategic communication management emphasizes that communication exists to influence behavior and perception in ways that support organizational priorities.

The other options address important planning considerations, but they do not define goals. Measurement and tracking relate to evaluation, which follows goal-setting. Resource clarification is a management and feasibility issue, not a goal-defining activity. Channel evaluation is a tactical decision that should be made only after goals and audiences are clearly defined.

By deciding what target audiences should do as a result of the communication plan, the communication manager creates a clear benchmark for success. This clarity enables the development of SMART objectives, aligned messaging, appropriate channel selection, and meaningful evaluation. It also strengthens accountability, as communication outcomes can be assessed against predefined expectations.

Strategic communication management consistently reinforces that effective communication planning begins with intent. Defining audience outcomes ensures that communication efforts are purposeful, measurable, and aligned with business strategy-making option C the correct and most strategic choice.

質問 # 58

Which course of action is BEST to take when a client asks that inaccurate revenue information be shared with a major publication during an interview?

- A. Advise the client to only share accurate information.
- B. Agree to do what the client wants.
- C. Refer the client to another firm.
- D. Compromise with the client to share revenues 25% higher than reported.

正解: A

解説:

Ethical responsibility is a core pillar of strategic communication management, and professional communicators are expected to serve as trusted advisors-not simply message executors. When a client requests that inaccurate revenue information be shared publicly, the most appropriate and ethical response is to advise the client to share only accurate information. This approach aligns with professional standards of honesty, transparency, and accountability that underpin effective communication and long-term reputation management.

Providing false or misleading financial information to a major publication exposes both the client and the communication professional to serious reputational, legal, and credibility risks. Strategic communication emphasizes safeguarding organizational trust among stakeholders, including investors, media, regulators, and the public. Once inaccurate information is published, corrections rarely receive equal visibility, and trust- once lost-is extremely difficult to restore. Ethical communicators therefore have a duty to intervene early and counsel clients on the consequences of misinformation.

Advising accuracy also reflects the communicator's role in boundary-spanning leadership. Rather than refusing service outright or blindly complying, the professional should explain why accurate disclosure protects the organization's interests and explore alternative ways to frame performance positively without misrepresentation. This advisory stance strengthens the client relationship while maintaining professional integrity.

The other options represent ethical failures. Compromising on false figures or agreeing to the client's demand directly violates ethical standards and risks professional misconduct. Referring the client to another firm may be appropriate only if the client persists after being advised, but it should not be the first response. Strategic communication management prioritizes ethical counsel as the initial and best course of action.

By insisting on accuracy, the communication professional upholds ethical standards, protects organizational reputation, and reinforces the credibility essential to effective strategic communication.

質問 # 59

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. Change communication
- B. Strategic advisory skills
- C. Business and financial acumen
- D. Leadership development

正解: C

解説:

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.

質問 # 60

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