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Microsoft Edge, Google Chrome, and Safari.

## **GCCC Strategic Communication Management Professional Sample Questions (Q41-Q46):**

### **NEW QUESTION # 41**

To lower the risk of damage to reputation, a proper crisis communication strategy MUST:

- A. prepare for a broad range of crises and the financial, organizational, and technical factors.
- **B. focus on signal detection, preparation and prevention, damage containment, business recovery, and analysis to elicit learnings.**
- C. focus on crises common to the industry of the organization and the media management plan.
- D. consider cultural, human, safety, organizational and technical factors, and take into account all company stakeholders.

**Answer: B**

Explanation:

In strategic communication management, the most effective way to reduce reputational damage is to adopt a full-cycle crisis communication strategy, which is best reflected in option C. Reputation risk is not managed only at the moment a crisis becomes public; it is managed across the entire lifecycle of potential and actual crises. This includes early detection, preparedness, response, recovery, and learning.

Signal detection is the first critical element. Organizations must actively monitor internal and external environments to identify early warning signs—such as employee concerns, stakeholder dissatisfaction, regulatory issues, or emerging media narratives—before they escalate. Preparation and prevention then translate these insights into scenario planning, role clarity, message frameworks, and response protocols, allowing leaders to act quickly and consistently.

Damage containment is the most visible phase, but it is only one part of the strategy. During this phase, timely, accurate, and coordinated communication helps limit misinformation, stakeholder anxiety, and reputational erosion. Strategic communication management emphasizes that credibility during containment depends heavily on prior preparation.

Business recovery focuses on restoring trust, operations, and stakeholder confidence after the immediate crisis has passed. This includes follow-up communication, transparency about corrective actions, and reinforcing organizational values through behavior—not just messaging.

Finally, post-crisis analysis ensures learning. Reviewing what worked, what failed, and why strengthens future preparedness and demonstrates accountability to stakeholders.

The other options focus on partial elements—such as stakeholder consideration or industry-specific risks—but lack the integrated lifecycle approach. Strategic communication management consistently identifies end-to-end crisis planning as the most effective method for protecting and sustaining organizational reputation over time.

### **NEW QUESTION # 42**

A local sports team has received a request from the media regarding the arrest of one of its players on a domestic dispute charge. A local television reporter has contacted the team's communication manager and shared that they plan to report the accusation on the next newscast in one hour. Which of the following should be the communication manager's FIRST response?

- A. Draft a written response, watch the broadcast to confirm exactly what is reported, and then edit and send the response before the story is broadcast again.
- B. Apologize promptly and explain what the team has done to address domestic violence in the past, along with resources available to team members.
- C. Remind the reporter that everyone is innocent until proven guilty and the team's attorney will call the station manager about holding the story.
- **D. Stay calm, ask what the reporter has heard and gather as much information as possible, and ask for time to investigate with a promise to call back within an agreed-upon timeframe.**

**Answer: D**

Explanation:

In strategic communication management, the first priority in a developing crisis is information gathering and situation assessment.

Option B is the correct first response because it allows the communication manager to establish facts, understand the media narrative, and create space for an informed, responsible organizational response. Acting too quickly without full understanding can increase reputational risk and expose the organization to legal and ethical complications.

By calmly asking what the reporter knows, the communication manager gains insight into the scope of the information, sources being cited, and how the story may be framed. This situational awareness is critical in reputation management, particularly in sensitive

matters involving alleged criminal behavior and personal conduct. Requesting time to investigate-while committing to a specific callback timeframe-demonstrates professionalism, accountability, and respect for the reporter's deadline.

The other options reflect reactive or premature actions. Drafting a response after the story airs cedes narrative control and delays engagement. Attempting to pressure the media or invoke legal arguments immediately can escalate conflict and damage credibility. Apologizing or explaining corrective actions before facts are confirmed risks implying responsibility or guilt and may contradict later findings.

Strategic communication management emphasizes that effective crisis response follows a disciplined sequence: assess, coordinate internally, clarify facts, align with legal counsel, and then communicate appropriately. The first response should never be defensive or speculative. Instead, it should focus on understanding the situation and preserving flexibility.

By choosing option B, the communication manager protects the organization's credibility, maintains constructive media relations, and lays the groundwork for an accurate, ethical, and well-coordinated response-key principles of effective reputation risk management.

### NEW QUESTION # 43

Which of the following is the PRIMARY objective of an internal communications audit?

- A. To understand how employees prefer to be recognized and rewarded, and how they rate their salary and benefits
- **B. To understand how employees receive company-related information, what channels they prefer, and what they want to know more about**
- C. To understand how employees rate executive leadership and their immediate leader
- D. To understand how employees rate their work-team relationships and work spaces

**Answer: B**

Explanation:

In strategic communication management, the primary objective of an internal communications audit is to evaluate how effectively information flows within the organization. Option A is correct because an internal communications audit is designed to assess communication channels, message effectiveness, information needs, and employee preferences-not broader human resource or workplace satisfaction issues.

An internal communications audit focuses on understanding how employees receive information, which channels they trust and prefer, and where gaps or overloads exist. This insight enables communication leaders to identify inefficiencies, redundancies, and misalignments between intended messages and actual employee experience. Strategic communication management emphasizes that communication effectiveness depends on reach, relevance, clarity, and responsiveness-elements directly examined in an audit.

By identifying what employees want to know more about, the audit also helps prioritize content and align communication with employee needs and organizational objectives. This ensures that communication supports engagement, change initiatives, safety, productivity, and alignment with strategy. Without this foundational understanding, communication efforts risk being channel-driven rather than audience-driven.

The other options fall outside the primary scope of a communication audit. Evaluating leadership performance, compensation satisfaction, or workplace relationships are typically objectives of engagement surveys, culture assessments, or human resources diagnostics. While these areas may influence communication, they are not the core focus of a communications audit.

Strategic communication management views the audit as a diagnostic tool that informs strategy development.

It provides evidence-based insight into what is working, what is not, and why. By focusing on channels, preferences, and information needs, communication leaders can design more effective internal communication strategies that improve understanding, trust, and organizational performance.

This makes option A the most accurate representation of the primary objective of an internal communications audit.

### NEW QUESTION # 44

(Which of the following is most important in building a business case for communication projects?)

- A. See if and how the project overlaps with other projects
- B. Determine if you have current staff capacity to complete the project
- C. Assess if you have current budget to cover the project
- **D. Determine how the project aligns with the organisation's strategic priorities, values and/or vision**

**Answer: D**

Explanation:

Strategic Communication Management places organizational strategy alignment at the center of all decision-making. A business case that does not clearly demonstrate how a communication initiative supports the organization's strategic priorities, values, or vision lacks executive relevance-regardless of budget availability or staffing capacity. Senior leaders allocate resources based on strategic

contribution, not operational convenience.

Determining alignment (C) answers the most critical leadership question: Why does this matter to the organization now? SCMP-level communicators frame communication initiatives as enablers of business outcomes such as reputation protection, change adoption, stakeholder trust, regulatory confidence, or competitive positioning. This strategic framing elevates communication from a support function to a value-driving discipline.

While capacity (A), budget (B), and overlap (D) are important considerations, they are secondary. Leaders expect communicators to solve resource challenges once strategic relevance is established. In fact, projects that are strategically critical often justify reallocating budget, reprioritizing work, or securing external support.

SCMP doctrine emphasizes that communicators must "lead with strategy, not tactics." By anchoring the business case in organizational priorities, the communicator demonstrates enterprise thinking, leadership maturity, and an understanding of governance expectations. This approach also strengthens accountability, as success can be measured against defined strategic outcomes rather than activity metrics.

In short, alignment is the foundation upon which all other business case elements rest. Without it, even well-resourced projects risk being deprioritized or rejected.

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### NEW QUESTION # 45

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

**Answer: A**

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 # 46

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