

# Strategic Communication Management Professional Exam Simulator - SCMP Free Demo & SCMP Training Pdf

## Principles of Strategic Communication (Exam 1) questions with answers 100%

How many definitions does PR have? ANS -Many, some are really long

Our definition of PR ANS -Strategic communication and relationship building between an organization and its stakeholders/publics/individuals to advance its short and long term goals/interests

an organization is ANS -communicating, it's strategic communication-planned, goal oriented - for the organizations benefit

Competing views/tensions of PR ANS -PR promotes a positive image of an org and its services (orgs best interest)

PR helps an organization and its publics adapt mutually to eachother

Strategic Communication is: ANS -planned communication with a defined audience to achieve specific end info, attitude/opinion, behavior

Does PR=Strategic Communication? ANS -All PR is strategic communication (probably) but not all strategic communication is PR

PR (objective, audience, and voice) ANS -Objective: communicate on behalf of org

Audience: many (different stakeholders/publics)

Voice: many (factual, opinion, helpful)

Journalism (objective, audience, voice) ANS -Obj: entertain, inform audience of the media outlet

Audience: one

Voice: depends on media outlet (usually neutral, could be personal or opinion)

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## **GCCC Strategic Communication Management Professional Sample Questions (Q61-Q66):**

### **NEW QUESTION # 61**

It is the beginning of May. You work for a trade organization that surveyed its members for feedback on a series of policy issues. A total of 300 members of the organization of 15,000 answered the survey in January.

You have been tasked by the general manager to communicate the survey results to the press and make the results as appealing as possible for journalists. Of the following options, which one is unethical?

- A. Omitting the sample size in the release
- B. Sending out the release to a selection of journalists that are known to cover the organization's surveys favourably
- C. Having visuals that accompany the release only illustrate a selection of the survey results
- **D. Presenting the results as April results**

**Answer: D**

Explanation:

Ethical communication requires accuracy, transparency, and honesty. Presenting January survey results as April results (C) is a clear misrepresentation of facts and violates core ethical principles of Strategic Communication Management. Timing can significantly influence how data is interpreted, especially in policy, regulatory, or advocacy contexts.

SCMP standards emphasize that communicators must never distort information to enhance perceived relevance or impact.

Mislabeling the timing of data intentionally deceives stakeholders and journalists, undermining trust and exposing the organization to reputational and legal risk.

While omitting sample size (B) is poor practice and weakens credibility, it is not inherently deceptive if not required. Selective visuals (A) are acceptable if they do not mislead, and targeted media distribution (D) is a standard strategic practice.

Ethical breaches are defined by intentional distortion, not by strategic framing. Option C crosses that line by altering factual context.

Senior communicators are guardians of organizational integrity, and SCMP-level professionals are expected to advise against actions that compromise trust—even under pressure to achieve visibility.

Integrity is non-negotiable in strategic leadership communication, and accuracy is its foundation.

### **NEW QUESTION # 62**

Media content analysis is a systematic procedure used for:

- A. selecting the best media channel.
- B. defining what media are talking about.
- **C. understanding public opinion trends formed under media influence.**
- D. defining the most popular media.

**Answer: C**

Explanation:

In strategic communication management, media content analysis is primarily used to understand public opinion trends that are shaped and influenced by media coverage. It is a structured, research-based method that examines media messages—such as news articles, broadcasts, social media posts, and editorials—to identify patterns, frames, tone, themes, and frequency of coverage. The ultimate managerial value of this process lies not merely in observing what media say, but in interpreting how that content contributes to stakeholder perceptions and reputational outcomes.

From a reputation management perspective, organizations must continuously assess how they are portrayed and how issues evolve in the public discourse. Media content analysis allows communication professionals to detect emerging narratives, sentiment shifts, and agenda-setting effects that influence public attitudes. By analyzing recurring messages and framing devices, organizations can anticipate reputational risks, assess the effectiveness of their communication strategies, and adapt messaging to maintain trust and credibility.

While defining what media are talking about is a component of the process, it is not the strategic endpoint.

Similarly, identifying popular media outlets or selecting channels is a tactical decision that may be informed by analysis but does not capture its core purpose. Media content analysis goes further by connecting media messages to audience interpretation and societal impact—helping organizations understand how opinions are formed, reinforced, or challenged over time.

In strategic communication management, this insight supports evidence-based decision-making. Leaders rely on media analysis to guide crisis responses, policy positioning, stakeholder engagement, and long-term reputation strategies. By systematically examining media influence on public opinion, organizations strengthen their ability to manage meaning, protect legitimacy, and sustain positive relationships with key audiences.

### NEW QUESTION # 63

A law firm is preparing to defend a client accused of embezzling funds from investors across the country and there is a significant potential for negative publicity for both the client and the firm. What should be the PRIMARY focus when preparing the litigation public relations plan?

- A. To enhance the firm's reputation for accepting difficult cases
- B. To sway public opinion to the client's innocence before a jury is selected
- C. To take charge of the story line to ensure accuracy and a unified voice
- D. To develop an internet strategy and monitor public opinion about the client and firm

**Answer: C**

Explanation:

In litigation public relations, the primary responsibility of strategic communication is to protect credibility, manage risk, and support legal strategy without compromising the judicial process. The most critical focus is taking charge of the storyline to ensure accuracy and a unified voice. High-profile legal cases attract intense media scrutiny, speculation, and misinformation, all of which can damage reputations and potentially affect legal outcomes if not managed carefully.

Ensuring accuracy is essential because incorrect or inconsistent information can undermine both the client's defense and the law firm's credibility. A unified voice prevents mixed messages that may arise when multiple spokespeople, departments, or advisors communicate independently. Strategic alignment between legal counsel and communication professionals ensures that public statements support-not conflict with-legal strategy and ethical obligations.

Option B is inappropriate and unethical, as attempting to sway public opinion about innocence before jury selection risks prejudicing the legal process and could expose the firm to legal or professional consequences.

Option C, while important tactically, is secondary; monitoring public opinion and managing online presence supports-but does not replace-the need for disciplined message control. Option D shifts focus away from the immediate reputational and legal risks toward self-promotion, which can appear opportunistic and damage trust during a sensitive situation.

Strategic communication management emphasizes restraint, consistency, and responsibility in litigation contexts. The goal is not persuasion, but clarity, factual integrity, and credibility. By controlling the narrative framework-what is said, how it is said, and who says it-the firm reduces speculation, minimizes reputational damage, and maintains public trust.

Ultimately, a litigation public relations plan succeeds when it reinforces legal objectives, protects institutional reputation, and demonstrates professionalism under pressure. Taking charge of the storyline with accuracy and unity is the foundation upon which all other communication actions should be built.

### NEW QUESTION # 64

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

**Answer: B**

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 # 65

A communication manager for a chemical company learns during a casual lunch conversation with an operations manager that the company accidentally harmed the environment because of an accident and is not following its internal code of good conduct and transparency to stakeholders. Which response is the MOST ethical?

- A. The communication manager should urge leadership to stop accidents that harm the environment, and in doing so, has performed his or her ethical duty and can ensure that the information does not get out to media and other parties that could harm the company's reputation.
- B. The communication manager could infer that the lack of communications and transparency indicates a cover-up and look for a way to discretely take the story to the media.
- C. The communication manager should speak to company leaders about a proposed action plan regarding the accident and lack of transparency, and should also contact the company's ethics department about the situation.
- D. After speaking with leaders about the company's unethical handling of the accident, the communication manager should resign and might consider anonymously leaking the information to a regulatory agency.

**Answer: C**

Explanation:

From an ethics-based strategic communication management perspective, option B represents the most appropriate and responsible course of action. Ethical communication professionals have a duty to act in the best interests of the organization and its stakeholders by promoting transparency, accountability, and corrective action through proper internal channels.

When learning of potential environmental harm and a failure to follow internal codes of conduct, the communication manager's first obligation is to raise the issue with organizational leadership and propose an action plan. This demonstrates professional responsibility, strategic judgment, and commitment to ethical problem-solving rather than emotional or reactionary responses. Strategic communication management emphasizes resolving issues at the organizational level before escalating externally, whenever possible.

Engaging the company's ethics department is equally important. Ethics and compliance structures exist to investigate, document, and address exactly these types of situations. By involving them, the communication manager ensures that concerns are handled formally, consistently, and in alignment with legal and regulatory requirements. This approach protects stakeholders, the environment, and the organization's long-term credibility.

The other options are ethically flawed. Leaking information or going directly to the media bypasses governance and undermines trust. Resignation avoids responsibility rather than addressing the issue.

Suppressing information to protect reputation prioritizes image over integrity and directly contradicts ethical communication principles.

Strategic communication management stresses that ethical leadership requires courage, internal advocacy, and structured escalation—not secrecy or public exposure as a first step. Option B reflects ethical professionalism by seeking transparency, corrective action, and accountability through established organizational processes, making it the most responsible and ethical response.

#### NEW QUESTION # 66

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