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Learning Block 4 SCMP Questions and Answers 2023

Which task is normally not performed by warehousing personnel? - answer Paying suppliers

Identify the function that is performed by warehousing personnel when manufacturing has a demand for stored inventory. - answer Retrieving or picking

Automated material handling systems are designed to: - answer Increase speed and accuracy

An example of a value-added function in a warehouse is: - answer Cross-docking

Inventory is managed and controlled with the aid of: - answer Warehouse management systems

_____ is defined as products that are held and that will be used, at some point, for manufacturing products, completing products, selling to customers, or performing daily operations. - answer Inventory

Inventory management achieves to balance the of risk between: - answer Stockouts and excess inventory

Once a product is completely assembled, the cost of the parts used plus the costs to manufacture the products are defined as the: - answer Total costs

The process for suppliers to monitor and replenish inventory on an as-needed basis is called: - answer Supplier-managed inventory (SMI)

All of the following are one of the four basic types of inventory, except _____ - answer Customer service

An obsolete part can be defined as _____ - answer No longer having value

Longer lead times may contribute directly to _____ inventory levels. - answer Higher

The time from purchase order placement to product receipt is defined as _____ - answer Lead time

All of the following can be defined as raw materials, except _____ - answer Maintenance equipment

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GCCC Strategic Communication Management Professional Sample Questions (Q98-Q103):

NEW QUESTION # 98

Which is a PRIMARY reason a senior leader should support internal social media as an employee engagement tool?

- A. It builds connections and fosters collaboration.
- B. It will provide a location for employee profiles.
- C. It offers an online marketplace.
- D. It will be a place to share company information.

Answer: A

Explanation:

From a strategic communication management and innovation perspective, the primary reason senior leaders should support internal social media is its ability to build connections and foster collaboration across the organization. Internal social platforms are not merely information repositories; they are interactive environments that enable dialogue, knowledge sharing, and relationship-building among employees who may otherwise operate in silos.

Innovation thrives in networks, not hierarchies. Internal social media lowers structural and geographic barriers by allowing employees at different levels and functions to exchange ideas, ask questions, and co-create solutions in real time. This connectivity supports informal learning and accelerates problem-solving, which are essential conditions for organizational innovation. When employees feel connected and heard, engagement increases, and engaged employees are more likely to contribute ideas and support change initiatives.

While sharing company information and hosting employee profiles are useful features, they represent basic utilities rather than strategic value. These functions can be achieved through traditional intranets or directories. The distinguishing advantage of internal social media lies in its collaborative capability-enabling peer-to-peer interaction, community formation, and cross-functional dialogue that cannot be replicated through one-way communication channels.

Senior leadership support is critical because employee participation is strongly influenced by leadership behavior. When leaders actively endorse and model engagement on internal platforms, they legitimize collaboration and signal that knowledge sharing is valued. This reinforces a culture of openness and experimentation, both of which are foundational to innovation.

In strategic communication management, tools are evaluated by their ability to influence behavior and culture, not just distribute information. Internal social media's primary strategic contribution is its capacity to connect people, amplify collective intelligence, and embed collaboration into everyday work-making it a powerful driver of employee engagement and organizational innovation.

NEW QUESTION # 99

A communication department is overwhelmed with work and company leadership has delegated two additional high-priority projects that will require significant staff time. As part of a request for an increase to the budget to complete the projects, the communication manager should:

- A. Suggest that current work be given to another department so communication staff could work on the new projects.
- B. Indicate the volume of deliverables the department has produced during the last year to demonstrate how overworked the department is.
- C. Ask for an increase that will bring resources to at least the average for other companies in a benchmarking study.
- D. Demonstrate to leadership how current communication projects are prioritized according to resources and skill sets that are available.

Answer: D

Explanation:

In strategic communication management, the most effective way to justify a request for additional budget or resources is to clearly demonstrate how work is currently prioritized against available capacity and skills.

Option C is correct because it frames the request in terms leaders understand: trade-offs, constraints, and impact on business outcomes.

Senior leaders make resourcing decisions based on clarity and logic, not workload complaints. By showing how existing projects are aligned to strategic priorities, what resources and competencies are currently deployed, and where gaps now exist due to added high-priority work, the communication manager positions the discussion as a management issue rather than a staffing grievance. This approach reinforces the communicator's role as a strategic advisor.

Demonstrating prioritization also makes consequences visible. Leaders can see which initiatives may be delayed, deprioritized, or compromised if additional resources are not provided. Strategic communication management emphasizes that effective influence with leadership comes from articulating options and implications, not simply requesting more budget.

The other options are less effective. Asking for resources based on benchmarking averages does not address the organization's specific needs or priorities. Listing deliverables produced focuses on activity rather than value. Suggesting work be shifted to another department ignores accountability, quality, and strategic alignment concerns.

Option C aligns with best practice because it shows discipline, transparency, and stewardship of existing resources. It communicates that the department is already operating strategically and efficiently, and that additional investment is required to maintain effectiveness under expanded scope.

By grounding the budget request in prioritization logic and capacity realities, the communication manager increases credibility, strengthens trust with leadership, and significantly improves the likelihood of securing the resources needed to deliver high-priority organizational outcomes.

NEW QUESTION # 100

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."

Answer: B

Explanation:

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.

NEW QUESTION # 101

Benchmarking is a critical element of communication research because it:

- A. identifies communication practices that can be easily introduced into the organization with minimal modification.
- B. contributes to the improvement of communication effectiveness by identifying best practices.
- C. can take the place of primary research methods.
- D. can drive the adoption of new approaches by showing what best-in-class organizations are doing.

Answer: B

Explanation:

In strategic communication management, benchmarking is critical because it directly supports the improvement of communication effectiveness through the identification of best practices. Option B is correct because benchmarking is not about copying others blindly, but about learning systematically from proven, high-performing approaches and using that insight to strengthen one's own communication strategy.

Benchmarking allows organizations to compare their communication performance, processes, and outcomes against recognized standards or leading organizations. This comparison highlights performance gaps, strengths, and opportunities for improvement. By understanding what "good" or "excellent" looks like in practice, communication managers can set realistic targets, refine strategies, and improve decision-making based on evidence rather than assumptions.

Strategic communication management emphasizes that benchmarking should inform-not replace-internal analysis and primary research. While observing best-in-class organizations can inspire innovation, benchmarking alone cannot account for differences in

culture, resources, stakeholders, or business objectives.

Its primary value lies in identifying patterns of success and translating those insights into context-appropriate improvements.

The incorrect options reflect common misconceptions. Benchmarking does not guarantee that practices can be adopted with minimal modification, nor can it replace primary research tailored to the organization's unique environment. While benchmarking may encourage adoption of new approaches, this is a secondary benefit rather than its core purpose.

By identifying best practices, benchmarking strengthens strategic alignment, supports continuous improvement, and enhances accountability. It enables communication leaders to justify changes, prioritize investments, and demonstrate progress over time. In strategic communication management, this evidence-based improvement function is what makes benchmarking an essential research tool rather than a trend-following exercise.

NEW QUESTION # 102

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. Confirm the current five-day supply and state that hospital management is not at all worried about getting more supply.
- **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. Ask the reporter to call back in five days as there will be more information about the PPE supply at that time.
- 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 # 103

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