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GCCC Strategic Communication Management Professional Sample Questions (Q69-Q74):

NEW QUESTION # 69

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. Presenting the results as April results
- 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. Omitting the sample size in the release

Answer: A

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 # 70

Which of the following would be the FIRST step to secure a senior leader's investment in reducing the negative impact of cultural tensions following a transformational acquisition?

- A. Develop a detailed plan that addresses the most pressing cultural tensions.
- B. Create consistent employee communications about organizational priorities.
- **C. Present data and anecdotes demonstrating the magnitude of the problem.**
- D. Connect employees with more experienced peers to accelerate culture adoption.

Answer: C

Explanation:

In strategic communication management, securing senior leader investment begins with building awareness and urgency around the issue. Option A is the correct first step because leaders are most likely to commit attention, resources, and authority when they clearly understand the scope, impact, and risk of a problem.

Data and well-chosen anecdotes translate abstract cultural tensions into tangible business concerns.

Following a transformational acquisition, cultural friction can manifest as reduced engagement, loss of talent, productivity declines, and resistance to change. However, senior leaders may not immediately perceive these effects unless they are presented in a clear, credible, and compelling way. Strategic communication management emphasizes the advisory role of communicators: helping leaders see connections between people issues and organizational performance. Quantitative data (such as engagement scores, turnover trends, or productivity metrics) combined with qualitative anecdotes (employee stories, manager observations) creates a balanced and persuasive picture.

The other options are premature. Developing a detailed plan assumes leadership agreement and resourcing that have not yet been secured. Creating employee communications or peer-connection initiatives are execution tactics that should only follow leadership alignment and sponsorship. Without leadership buy-in, these actions risk being fragmented, under-supported, or perceived as superficial.

Strategic communication management stresses that influence flows from diagnosis to decision to action. The first task is to define the problem clearly and credibly in terms leaders understand—risk, opportunity, and impact. By presenting evidence of the magnitude and consequences of cultural tensions, the communication leader positions the issue as a strategic priority rather than a "soft" concern. This evidence-based approach earns leadership attention, establishes urgency, and lays the groundwork for collaborative planning and sustained investment in cultural integration and long-term organizational success.

NEW QUESTION # 71

Which of the following is a well-formed SMART communication objective?

- A. Increase staff awareness of industry code of ethics during this fiscal year.
- B. Produce an eight-page ethics brochure and distribute it to 12,000 employees.
- **C. Sixty percent of employees enroll in ethical behavior training by 12 June.**
- D. Run a town hall meeting at a hotel in Dallas, Texas, on 30 March.

Answer: C

Explanation:

In strategic communication management, a well-formed objective must meet the SMART criteria: specific, measurable, achievable, relevant, and time-bound. Option C—"Sixty percent of employees enroll in ethical behavior training by 12 June"—clearly satisfies all five elements and therefore represents a strong communication objective rather than a tactic or activity.

This objective is specific because it identifies a precise outcome: employee enrollment in ethical behavior training. It is measurable

because progress can be tracked numerically as a percentage of employees enrolled.

It is time-bound, with a clear deadline of 12 June, which allows communicators and leaders to plan, monitor progress, and evaluate success. The objective is also achievable and relevant, assuming the organization has access to training resources and the goal aligns with broader ethics and compliance priorities.

The other options fail to meet SMART standards. Producing a brochure and holding a town hall describe activities or outputs, not outcomes. They explain what will be done, not what change in knowledge, attitude, or behavior is expected as a result. Increasing staff awareness is closer to an objective, but it is vague and not measurable; without a defined metric or timeframe, success cannot be objectively assessed.

Strategic communication management emphasizes outcome-based objectives because they connect communication efforts to organizational value. SMART objectives provide clarity, accountability, and a basis for evaluation. They also enable communication leaders to demonstrate impact to senior management by linking communication efforts to tangible results.

By focusing on a measurable behavioral outcome within a defined timeframe, option C exemplifies best practice in strategy development and ensures communication activities are purposeful, assessable, and aligned with organizational goals

NEW QUESTION # 72

A communication manager is planning to lead a communication project team that needs to achieve fast results. Before initiating the project, in what area should the communication manager seek out the input of project stakeholders?

- A. Planning process
- **B. Business objective**
- C. Communication tactics
- D. Communication strategy

Answer: B

Explanation:

In strategic communication management, the most critical area in which a communication manager should seek stakeholder input before initiating a fast-moving project is the business objective. Option D is correct because business objectives define the purpose, success criteria, and strategic boundaries of the communication effort. Without clarity on the underlying business goal, speed can actually increase the risk of misalignment, rework, and wasted effort.

Business objectives answer the fundamental "why" behind the project. They clarify what the organization is trying to achieve—such as revenue growth, behavior change, risk reduction, adoption of a system, or reputational improvement. When stakeholders align early on these objectives, the communication manager can make rapid, confident decisions about priorities, messaging, channels, and timelines without repeatedly seeking approval or clarification.

The other options represent downstream decisions. Communication strategy and tactics are designed to support the business objective; defining them before confirming stakeholder agreement on outcomes risks optimizing communication for the wrong goal. The planning process itself is important, but it does not substitute for shared clarity on what success looks like.

Strategic communication management emphasizes that speed is enabled by alignment, not shortcuts. When stakeholders agree on business objectives upfront, disagreements later in the project are reduced, decision-making accelerates, and execution becomes more efficient. This is especially important when time pressure exists, as unclear objectives often lead to scope creep, conflicting expectations, and delays.

By seeking stakeholder input first on the business objective, the communication manager reinforces their strategic advisory role, ensures communication directly supports organizational priorities, and creates a stable foundation for rapid execution. This approach transforms urgency into effectiveness rather than reactive activity.

NEW QUESTION # 73

An executive of the company has been accused of wrongdoing. What should be the communication manager's appropriate sequence of actions to address this situation?

- A. Assemble employee town hall, refer to the crisis plan for a messaging strategy, issue a statement through the wire, and contact media to schedule a press conference.
- B. Contact media to schedule a press conference, refer to the crisis plan for a messaging strategy, assemble employee town hall, and issue a statement through the wire.
- **C. Refer to the crisis plan for a messaging strategy, assemble employee town hall, contact media to schedule a press conference, and issue a statement through the wire.**
- D. Issue a statement through the wire, contact media to schedule a press conference, refer to crisis plan for messaging strategy, and assemble employee town hall.

Answer: C

Explanation:

In strategic communication management, accusations of executive wrongdoing represent high-risk reputational crises that demand discipline, sequencing, and governance. The correct response begins by referring to the organization's crisis communication plan, making option D the most appropriate sequence.

Crisis plans exist precisely for moments like this—providing predefined roles, escalation paths, legal coordination, approval protocols, and message principles. Acting without first consulting the plan increases the risk of inconsistency, legal exposure, and reputational damage.

Once the messaging strategy is aligned internally, employees should be engaged next through a town hall or structured internal briefing. Employees are primary stakeholders and informal ambassadors of the organization. If they are not informed early, they may learn details through the media, fueling rumors and eroding trust. Strategic communication management consistently emphasizes internal alignment before external disclosure to maintain credibility and morale.

After internal stakeholders are informed, the communication manager should then engage the media by scheduling a press conference if appropriate. This step allows the organization to manage the narrative proactively, demonstrate accountability, and provide context under controlled conditions rather than reacting to speculation.

Issuing a formal statement through the wire should occur last, once facts are confirmed, messaging is aligned, and spokespersons are prepared. Wire statements serve as permanent public records and should reflect the organization's most accurate, legally vetted position.

The incorrect options prioritize external communication or media engagement too early, bypassing governance and internal trust-building. Strategic communication management stresses that process before publicity is essential in crises involving leadership credibility. Option D reflects best practice by protecting reputation through preparation, alignment, and disciplined execution.

NEW QUESTION # 74

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