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APR Exam 3 Review Exam 2025–2026 Accurate Real Exam Questions and Verified Correct Answers JUST RELEASED

Which of the following is NOT a key consideration when developing an integrated campaign strategy?

- Create a unique and valuable position in the marketplace
- Focus primarily on cost-efficiency
- Make your strategy cross platform and synergic
- All of the above
- Focus primarily on cost-efficiency

Which of the following factors represent key differences between health communication and advertising/PR?

- Health communication is pro-social, not profit driven
- Health communication focuses on prevents rather than encouraging the audience to do or buy something
- Health communication often deals with highly charged issues
- Health communication targets smaller, harder-to-reach groups
- All of the above
- All of the above

T/F: Compliance-gaining is an interaction in which a message source attempts to induce target individual to perform some desire behavior that the individual might not perform otherwise
TRUE

Reputable sources for demographic, psychological, behavior and/or geographic data about target audienc
MRI/Simmons, Simply Analytics, PRIZM

Disadvantages of Gaming

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IASP Strategy Planning Professional Exam Sample Questions (Q98-Q103):

NEW QUESTION # 98

To foster a culture of risk taking and creativity, leaders should

- A. bring in a creative consultant.
- B. adopt a hiring instrument that assures more creative people are hired.
- C. provide positive feedback and use caution in exercising accountability in a bad outcome.
- D. modify the organization's policy to allow for educational leave.

Answer: C

Explanation:

Leaders foster creativity and risk-taking by providing positive feedback and exercising caution when holding individuals accountable for unsuccessful outcomes. This approach reduces fear of failure, encourages experimentation, and promotes learning from mistakes. The IASP SPP curriculum highlights that psychological safety is vital for innovation and that leadership behavior significantly influences culture. While hiring and consultants support creativity, without supportive leadership attitudes toward risk and accountability, a creative culture cannot thrive. Modifying policies may help but is secondary to day-to-day leadership actions. #IASP SPP Study Guide - Leadership and Innovation##Edmondson, Psychological Safety#

NEW QUESTION # 99

What process is adopted by an organization to minimize disruption when implementing a new strategic plan?

- A. Strategic management
- B. Change management
- C. Project management
- D. Environmental scanning

Answer: B

Explanation:

Change management is the structured process to minimize disruption during strategic plan implementation by addressing human, cultural, and organizational factors. It involves communication, training, resistance management, and reinforcement to smooth transitions. The IASP SPP curriculum emphasizes change management as critical for successful strategy execution and stakeholder acceptance. #IASP SPP Study Guide - Change Management##Kotter, Leading Change#

NEW QUESTION # 100

Which of the following BEST ensures that front-line employees understand how to help implement an organization's strategic plan?

- A. Integrate the strategic plan with all departmental planning and budgeting
- B. Subject employees to an evaluation confirming they have memorized the organization's mission statement
- C. Share a brief summary of the plan with all employees
- D. Provide organization-wide general training focused on the concept of strategy implementation

Answer: A

Explanation:

The best way to ensure front-line employees understand their role in strategy implementation is to integrate the strategic plan into departmental planning and budgeting, connecting strategy directly to operational activities and resources. The IASP SPP curriculum underscores this integration as vital for translating high-level plans into daily actions and accountability. Summaries, memorization, or general training are insufficient without operational linkage. #IASP SPP Study Guide - Strategy Implementation##Kaplan & Norton, Balanced Scorecard#

NEW QUESTION # 101

Which of the following is the BEST method for facilitation among geographically dispersed team members?

- A. Making a phone call
- B. Having team members meet each other previously
- C. Using a combination of email, telephone, and online meetings
- D. Using a slide show presentation

Answer: C

Explanation:

Effective facilitation of geographically dispersed teams requires a combination of communication channels—email, telephone, and online meetings—to support rich, frequent interaction. This multimodal approach overcomes distance barriers, accommodates different preferences, and sustains engagement. The IASP SPP curriculum recognizes technology-enabled facilitation as critical for virtual collaboration, ensuring team cohesion and productivity. Single-channel approaches or relying on prior meetings lack the continuous, multifaceted communication needed for effective virtual teamwork. #IASP SPP Study Guide - Virtual Team Management##Powell et al., Virtual Teams: A Review of Current Literature#

NEW QUESTION # 102

Which of the following risk mitigation strategies focuses on reducing the likelihood or impact of a risk before it occurs?

- A. Risk avoidance
- B. Risk reduction
- C. Risk acceptance
- D. Risk transfer

Answer: B

Explanation:

Risk reduction involves proactive steps to decrease the probability or potential impact of a risk before it materializes. The IASP SPP curriculum emphasizes that effective strategic planning incorporates risk reduction measures such as process improvements, controls, and contingency preparations to minimize vulnerabilities. This differs from risk acceptance (acknowledging risk), avoidance (eliminating risk entirely), or transfer (shifting risk to another party). Risk reduction enhances resilience and supports successful strategy execution. #IASP SPP Study Guide - Risk Management##PMI, Risk Management Framework#

NEW QUESTION # 103

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