

SCMP Test Answers & New Braindumps SCMP Book

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 (Q73-Q78):

NEW QUESTION # 73

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 be a place to share company information.
- C. It will provide a location for employee profiles.
- D. It offers an online marketplace.

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 # 74

Which three steps ensure realistic goals and outcomes in a corporate social responsibility plan?

- A. CEO announcement, identify partners, and approve budget.
- B. Corporate self-assessment, determine priorities, and establish a values statement.
- C. Draft corporate values, identify action items, and assign tasks.
- D. Set goals, get internal buy-in, and develop action plan.

Answer: B

Explanation:

In strategic communication management, realistic and credible corporate social responsibility (CSR) outcomes begin with a disciplined, introspective foundation. Option B-corporate self-assessment, determining priorities, and establishing a values statement-best ensures that CSR goals are achievable, authentic, and aligned with the organization's true capabilities and societal role.

A corporate self-assessment is the essential first step because it evaluates where the organization currently stands in terms of social impact, operational practices, risks, and stakeholder expectations. Without this honest assessment, CSR plans risk being aspirational rather than practical, leading to accusations of "greenwashing" or hypocrisy. Strategic communication management emphasizes that credibility is built on alignment between words and actions.

Determining priorities follows naturally from assessment. Organizations face limited resources and competing stakeholder demands; prioritization ensures focus on issues where the organization can make meaningful, measurable impact. This step prevents overly broad or unrealistic CSR commitments that dilute effectiveness and strain resources.

Establishing a values statement then provides an ethical and strategic anchor. Values guide decision-making, shape behavior, and set boundaries for CSR actions. When values are clearly articulated and rooted in organizational reality, they support consistent communication and reinforce trust among stakeholders.

The other options focus prematurely on execution or signaling. CEO announcements, budgets, and action plans are important-but only after priorities and values are defined. Drafting values and assigning tasks without assessment lacks grounding, while setting goals and action plans without clarity risks misalignment.

Strategic communication management underscores that strong CSR programs are built from the inside out. By beginning with self-assessment, priority-setting, and values clarification, organizations create a realistic, credible foundation that supports effective

communication, ethical integrity, and sustainable CSR outcomes over time.

NEW QUESTION # 75

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

Answer: A

NEW QUESTION # 76

The IABC Code of Ethics serves as a guide to making consistent, responsible, ethical, and:

- A. strategic content in all our communications.
- B. accurate graphics in all our communications.
- C. procedural instructions in all our communications.
- D. legal choices in all our communications.

Answer: D

NEW QUESTION # 77

An outside consultant has been hired to advise an organization on improving its public relations (PR) agency- client relationship. The company has a history of failed engagements with agencies that have resulted in gaps and inefficiencies in their PR activities, along with impacting their overall management reputation. The client explains that in the past they had to deal with poor agency performance while incurring significant costs.

What is the BEST advice for the consultant to give?

- A. Hire the best PR agency which has proven results with other clients, even if the cost is higher than expected, as performance will not be an issue.
- B. Conduct a study to understand the client's needs and expectations. Discuss expectations based on market and industry standards, adjust them as needed, and develop a request for proposal (RFP) with specific criteria to determine an agency that would fulfill their requirements.
- C. Suggest an internal reorganization of their communication department. Since the failed engagements have been numerous, it seems that the client side has a problem in managing PR agencies. A department restructuring and hiring a new communication manager may resolve the situation.
- D. Leverage the relationship dynamic between organizations and agencies to negotiate a contract upfront that is cost effective and beneficial for them.

Answer: B

Explanation:

Effective management of agency-client relationships begins with clarity, alignment, and disciplined process.

The best advice in this scenario is to conduct a thorough assessment of the client's needs and expectations, align those expectations with industry standards, and formalize them through a well-defined request for proposal (RFP). Option C reflects best practice in strategic communication management because it addresses the root causes of repeated agency failures rather than treating symptoms.

A history of poor agency performance often signals misalignment-unclear objectives, unrealistic expectations, vague scopes of work, or mismatched capabilities. Strategic communication management emphasizes that successful partnerships depend on shared understanding before contracts are signed. By conducting a diagnostic study, the consultant helps the organization articulate what success looks like, what resources are required, and how performance should be measured. This process also forces the client to examine its own role in managing agencies effectively.

Developing a detailed RFP with clear criteria ensures that agency selection is based on strategic fit, competencies, experience, and measurable deliverables-not reputation alone or cost pressure. It creates transparency, accountability, and a benchmark for evaluating performance once the relationship begins. This disciplined approach reduces inefficiencies, controls costs, and protects the

organization's reputation.

The other options are flawed. Hiring a high-profile agency without proper alignment does not guarantee success. Contract negotiation without strategic clarity repeats past mistakes. Blaming internal staff without evidence risks morale and avoids systemic issues. Strategic communication management prioritizes structure, governance, and expectation management. Option C provides the strongest foundation for rebuilding an effective, accountable, and sustainable PR agency relationship.

NEW QUESTION # 78

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