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GCCC Strategic Communication Management Professional Sample Questions (Q52-Q57):

NEW QUESTION # 52

Which of the following is an example of a quantitative research method?

- A. Narrative research
- B. Interviews
- C. Case studies
- **D. Longitudinal studies**

Answer: D

Explanation:

In strategic communication management, quantitative research methods are used to collect numerical data that can be measured, compared, and analyzed statistically. Among the options provided, longitudinal studies are the clearest example of a quantitative research method because they involve systematic data collection over time using consistent metrics.

Longitudinal studies track changes in attitudes, behaviors, awareness levels, or perceptions across defined periods. In communication strategy, they are frequently used to measure the effectiveness of campaigns, shifts in employee engagement, reputation trends, or stakeholder trust before, during, and after communication interventions. Because the data is structured, numerical, and repeatable, it allows communicators to identify trends, correlations, and causal relationships—key requirements for evidence-based strategic decision-making.

The other options are primarily qualitative research methods. Case studies focus on in-depth examination of specific situations or organizations, emphasizing context and interpretation rather than measurement.

Narrative research explores stories, experiences, and meaning, making it useful for understanding perspectives but not for statistical analysis. Interviews, while valuable for insight and diagnosis, rely on open-ended responses and subjective interpretation unless specifically structured and quantified.

Strategic communication management emphasizes the importance of quantitative research when accountability, evaluation, and measurement are required. Senior leaders often expect communication outcomes to be supported by data that demonstrates impact against objectives. Longitudinal studies are especially valuable because they provide comparative benchmarks and reveal whether communication strategies are producing sustained change over time.

By enabling objective measurement and trend analysis, longitudinal studies strengthen strategic planning, support performance evaluation, and enhance the credibility of communication as a management function—making them a foundational quantitative research method in strategic communication practice.

NEW QUESTION # 53

A company has announced an initial public offering, which has resulted in multiple media outlets requesting interviews with the company's CEO. Which action should be taken FIRST before making a recommendation to the CEO?

- A. Create a comprehensive Q&A anticipating all potential questions.
- B. Create a key message document that is aligned with the prospectus.
- **C. Consult with company counsel, the underwriters, and the underwriters' counsel.**
- D. Decline all interviews until the initial public offering has concluded.

Answer: C

Explanation:

When an organization announces an initial public offering (IPO), communication activities immediately become subject to heightened legal, regulatory, and ethical scrutiny. In strategic communication management, the first and most critical step before recommending any media engagement is to consult with company legal counsel, underwriters, and the underwriters' counsel. This ensures full compliance with securities regulations and protects both the organization and its leadership from unintended violations.

During the IPO process, strict rules govern what company executives may say publicly, particularly during the quiet period. Even well-intentioned comments can be interpreted as offering material information, promoting the stock, or deviating from the prospectus—each of which can trigger regulatory penalties, delay the IPO, or damage investor confidence. Communication professionals have an ethical obligation to ensure that all public communication aligns with legal requirements and approved disclosures.

Only after legal and underwriting guidance is obtained can communication leaders responsibly assess whether interviews are permissible, what topics are off-limits, and how messaging must be framed. Developing Q&A materials or key messages prior to this consultation risks preparing content that cannot legally be used.

Similarly, automatically declining all interviews may be unnecessary and strategically limiting if compliant engagement is allowed.

This approach reflects the ethical role of the communication manager as a guardian of organizational credibility and compliance, not just visibility. Strategic communication management emphasizes cross-functional collaboration—particularly with legal and financial advisors—when reputational and regulatory risks intersect.

By consulting counsel and underwriters first, the communication professional ensures that any recommendation to the CEO is informed, compliant, and ethically sound, protecting the organization's reputation and the integrity of the IPO process.

NEW QUESTION # 54

Which step should be taken FIRST when establishing a successful social media ambassador program for an organization?

- **A. Scan channels to see which employees are already speaking about the organization.**
- B. Create a social media account for the CEO and post on their behalf.

- C. Automatically make members of the communication team the ambassadors.
- D. Establish social media guidelines for ambassadors.

Answer: A

Explanation:

In strategic communication management, the first step in creating a successful social media ambassador program is understanding the existing landscape of employee advocacy. Option B is correct because effective ambassador programs build on authentic behavior that already exists rather than imposing participation from the top down.

Scanning social media channels to identify employees who are already talking about the organization provides valuable insight into who is naturally engaged, credible, and comfortable communicating online. These individuals often have established networks, authentic voices, and genuine enthusiasm for the organization- qualities that cannot be manufactured through policy or assignment. Strategic communication management emphasizes that credibility in social media comes from authenticity, not formal authority or job title.

Starting with identification also reduces risk. By understanding what employees are already saying, communication leaders can assess tone, accuracy, alignment with organizational values, and potential reputational vulnerabilities. This diagnostic step informs later decisions about training, guidelines, and program structure. Without this insight, organizations risk designing ambassador programs that feel forced, ineffective, or misaligned with real employee behavior.

The other options are premature or strategically flawed. Guidelines are important, but they should be informed by actual employee practices and risks. Automatically appointing communication team members limits diversity of voices and undermines peer credibility. Posting on behalf of the CEO contradicts the principle of authenticity and can damage trust if discovered.

Strategic communication management views ambassador programs as relationship-based initiatives rather than control mechanisms. By first identifying employees who are already active and influential, organizations can design programs that amplify genuine advocacy, foster innovation in engagement, and strengthen trust with external audiences. This foundation greatly increases the likelihood of long-term success and sustainable impact.

NEW QUESTION # 55

Three employees have been injured in the past six months in one business unit because they have ignored a basic safety protocol. What strategic suggestions can the communication manager make to enhance the safety culture at the company?

- A. Issue a memo reiterating the company's safety culture and how these employees will be re-trained and supervised to ensure they follow established safety practices.
- B. Develop a meeting-in-a-box tool kit for supervisors that explains safety rules and the importance of following them. Give supervisors 90 days to use the tool kit and report any feedback they have after using it.
- C. Launch a company-wide campaign that asks all employees to report their coworkers' risk behaviors to demonstrate the seriousness of the desired prevention culture.
- **D. Develop a multi-month communication and training effort focused on the supervisors and employees who are directly related to the area where injuries are happening. Have leadership communicate face-to-face with this group and broadcast to all staff to build awareness that safety is an expectation from the top down.**

Answer: D

Explanation:

In strategic communication management, strengthening safety culture requires sustained leadership engagement, targeted communication, and visible accountability-not one-time messages or punitive reminders. Option C represents the most effective strategic response because it integrates leadership, learning, and behavioral reinforcement over time. Repeated injuries signal a systemic cultural issue rather than a lack of information, which means the solution must address norms, expectations, and leadership influence.

Focusing on the supervisors and employees closest to where injuries are occurring reflects a risk-based and audience-centered approach. These groups experience the safety protocols most directly and are therefore the most critical leverage points for behavior change. A multi-month communication and training effort allows messages to be reinforced, skills to be practiced, and attitudes to shift gradually-key principles in organizational change communication.

Leadership's face-to-face involvement is especially important. Strategic communication management emphasizes that safety culture is driven from the top. When leaders visibly engage, discuss expectations, and model safety priorities, employees interpret safety as a core organizational value rather than a compliance exercise. Broadcasting leadership messages more broadly reinforces consistency and signals that safety standards apply across the organization.

The other options rely on limited or counterproductive tactics. Tool kits and memos are passive and easily ignored, while peer-reporting campaigns risk creating fear, resentment, or mistrust. These approaches may increase awareness but rarely lead to sustainable behavioral change.

By combining leadership advocacy, targeted training, and ongoing communication, option C aligns communication strategy with

management responsibility. It positions safety as a shared expectation, embedded in daily operations and leadership behavior—an essential condition for building a durable and credible safety culture.

NEW QUESTION # 56

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 the number of news advisories we share with the media from four to eight."
- D. "Increase customer advocacy by 100% by the end of this calendar year."

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 # 57

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