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GCCC Strategic Communication Management Professional Sample Questions (Q40-Q45):

NEW QUESTION # 40

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 offers an online marketplace.
- D. It will provide a location for employee profiles.

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 # 41

A company is making a major investment in a new technology platform to improve the way the company innovates, shares data, and manages the product lifecycle. The strategic communication manager is asked to develop an internal communication strategy to help drive awareness and adoption of the new platform. Which of the following are key activities the communication manager should engage in to formulate the strategy?

- A. Interview stakeholders to assess current understanding, goals, benefits, and resistance; conduct an audience analysis to determine change impacts; and assess the available and preferred communication channels.
- B. Conduct employee surveys to gauge awareness and desire, create a change network of individuals to champion the change, assess the communication channels available and preferred for each audience, and meet with project leads to understand the project plan and timing.
- C. Gather existing collateral to learn as much as possible about the new system, create a media strategy, draft potential names for the project and key message tracks, assess the communication channels to use, and create a schedule for communication delivery.
- D. Enlist a representative committee to co-create a strategy, define a media plan of channels to leverage, draft potential names for the project and key message tracks, uncover the culture's propensity to change, and create a schedule for communication delivery.

Answer: A

Explanation:

When developing an internal communication strategy for the adoption of a major technology platform, the most critical starting point is diagnostic research. Strategic communication management emphasizes that effective strategies must be grounded in a clear understanding of stakeholders, audiences, and organizational context before tactics are defined. Option A reflects this foundational approach.

Interviewing key stakeholders allows the communication manager to understand leadership expectations, business objectives, perceived benefits, and potential sources of resistance. This insight ensures that communication efforts are aligned with strategic goals and that leadership concerns are addressed early.

Conducting an audience analysis is equally essential, as different employee groups will experience varying levels of impact from the new platform. Understanding how roles, workflows, and responsibilities will change enables the communication manager to tailor messages that are relevant, credible, and practical.

Assessing available and preferred communication channels completes the strategic diagnosis. Internal communication effectiveness depends not only on what is communicated, but also on how and where messages are delivered. Channel assessment ensures that messages reach employees through trusted and accessible platforms, increasing the likelihood of engagement and adoption.

The other options focus prematurely on tactics such as naming, media planning, scheduling, or creating champion networks. While these activities can be valuable later in the process, they are not appropriate substitutes for upfront strategic analysis. Without understanding stakeholders, audiences, and channel preferences, tactical execution risks being misaligned, ineffective, or ignored. Therefore, from a strategy development perspective, option A best reflects the disciplined, research-driven approach required for successful internal communication and change adoption.

NEW QUESTION # 42

Which of the following competencies should a communication professional, engaged in strategic communication management, develop FIRST to ensure they add value to an organization?

- A. Leadership development
- B. Strategic advisory skills
- C. Business and financial acumen
- D. Change communication

Answer: C

Explanation:

In strategic communication management, business and financial acumen is the foundational competency that communication professionals must develop first in order to add measurable value to an organization. Option C is correct because strategic credibility depends on understanding how the organization creates value, allocates resources, measures performance, and manages risk. Without this understanding, communication advice—no matter how well crafted—risks being perceived as tactical or disconnected from business realities.

Business and financial acumen enables communication professionals to align communication strategies with organizational objectives such as growth, profitability, cost control, risk mitigation, and long-term sustainability. It allows communicators to interpret business plans, financial statements, budgets, and performance indicators, and to translate these into communication priorities that support leadership decision-making. Strategic communication management emphasizes that communication must serve business outcomes, not operate in parallel to them.

Other competencies build on this foundation. Strategic advisory skills are ineffective if the advisor does not understand the business context in which decisions are made. Change communication requires insight into operational impacts, financial constraints, and strategic trade-offs. Leadership development is important, but it presumes that the communication professional already understands how leadership decisions affect organizational performance.

Senior leaders value communication professionals who can speak the language of business, anticipate the implications of decisions, and frame communication as a lever for achieving strategic goals. Business and financial acumen enables communicators to prioritize initiatives, justify investments, evaluate return on communication efforts, and participate confidently at the management table.

Strategic communication management positions communication leaders as business partners. Developing business and financial acumen first ensures relevance, influence, and credibility—making it the essential starting point for all other advanced communication competencies.

NEW QUESTION # 43

Benchmarking is a critical element of communication research because it:

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

Answer: A

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 incorrect 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 # 44

During a reorganization, the communication manager is asked to conduct interviews with department managers to gather ideas about changes that could help achieve the new vision. The communication manager is told that leadership plans to lay off 25% of this group and those slated for redundancy have already been determined. Leadership wants the interviews completed before redundancies are announced. In response to this request, the communication manager should recommend that:

- A. Volunteers from the entire group be solicited for interviews.
- B. Only the managers who will not be laid off be interviewed.
- **C. Interviews be conducted after layoffs have occurred.**
- D. A random sampling of the managers be interviewed.

Answer: C

Explanation:

Ethical practice is a foundational principle of strategic communication management, particularly during periods of organizational change that directly affect employees' livelihoods. In this scenario, the most appropriate recommendation is to conduct interviews after layoffs have occurred, because proceeding beforehand would involve a significant ethical breach related to transparency, trust, and respect for stakeholders.

Conducting interviews with managers who are unknowingly slated for redundancy places the communication manager in a position of deception by omission. Strategic communication ethics emphasize honesty, fairness, and the avoidance of practices that exploit stakeholder participation under false assumptions. Asking employees to contribute ideas about a future they will not be part of undermines trust and can cause lasting reputational harm once layoffs are announced.

Postponing interviews until after layoffs ensures that participation is informed and voluntary. It respects the dignity of those affected and protects the organization from accusations of manipulation or bad faith engagement. While leadership may want to move quickly, ethical communication leaders are expected to provide counsel that balances efficiency with integrity.

The alternative options are ethically flawed. Soliciting volunteers or using random sampling still risks involving individuals who will be laid off without their knowledge. Interviewing only those not affected requires disclosure of layoff decisions, which leadership has not yet made public and may not be prepared to manage. Strategic communication management recognizes that timing and transparency are critical during reorganizations.

By recommending interviews after layoffs, the communication manager demonstrates ethical leadership, safeguards organizational credibility, and reinforces trust among remaining employees—an essential factor for successful change implementation. This approach aligns with professional standards that prioritize ethical conduct over short-term convenience in communication decision-making.

NEW QUESTION # 45

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