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GCCC Strategic Communication Management Professional Sample Questions (Q71-Q76):

NEW QUESTION # 71

Which of the following should be considered when creating a more effective corporate social media strategy?

- A. The volume of engagement with the corporate social media accounts
- B. How many impressions the corporate social media accounts receive in a particular time period
- **C. The data that are most relevant for the purpose of each platform and show engagement related to corporate goals**
- D. Any engagement with the corporate social media accounts

Answer: C

Explanation:

In strategic communication management, an effective corporate social media strategy is driven by relevance and alignment—not by raw volume metrics. Option B is the correct answer because it emphasizes selecting data that directly reflects the purpose of each platform and demonstrates engagement that supports corporate goals. Social media effectiveness is not measured by activity alone, but by meaningful outcomes tied to strategy.

Different social platforms serve different functions. Some are designed for dialogue and community building, others for thought leadership, employer branding, customer support, or issue monitoring. Strategic communication management stresses that metrics must be chosen based on the role each platform plays within the broader communication ecosystem. Engagement data should therefore be evaluated in context—focusing on indicators such as quality of interaction, message resonance, stakeholder sentiment, and behavior change.

Metrics like impressions or total engagement volume (options A and D) are surface-level indicators. While they show reach or activity, they do not explain whether communication is effective or advancing organizational objectives. High engagement may even be misleading if it reflects controversy, misunderstanding, or audiences that are not strategically relevant. Similarly, counting any engagement at all (option C) ignores the distinction between positive, neutral, or negative interaction and fails to account for strategic intent.

Strategic communication management prioritizes outcome-oriented measurement. Effective social media strategies connect engagement data to goals such as trust-building, reputation strengthening, issue awareness, recruitment, or stakeholder alignment. This approach enables communication leaders to refine content, adjust channel use, and demonstrate value to senior management. By focusing on platform-specific, goal-aligned data, organizations move beyond vanity metrics and use social media as a strategic tool—supporting innovation, engagement, and long-term organizational effectiveness rather than simply generating noise.

NEW QUESTION # 72

Which part of the communication development process should be handled by in-house communication professionals?

- A. Video production and web programming
- B. Speech writing and newsletter writing
- C. Crisis and emergency communications
- **D. Strategy and project management**

Answer: D

Explanation:

In strategic communication management, strategy and project management are core responsibilities that should be led by in-house communication professionals. These functions require deep organizational knowledge, access to senior leadership, and a clear understanding of business objectives, culture, risks, and stakeholder expectations—capabilities that external vendors typically do not possess at the same level.

Communication strategy defines what the organization needs to communicate, why it matters, to whom, and how success will be measured. In-house professionals are uniquely positioned to align communication initiatives with corporate strategy, leadership priorities, and long-term reputation goals. They also understand internal decision-making processes, resource constraints, and political sensitivities, enabling them to make informed trade-offs and provide sound counsel to management.

Project management is equally critical to keep communication initiatives coordinated, on schedule, and within budget. In-house

teams are best suited to manage timelines, integrate cross-functional input, approve messaging, and ensure consistency across channels. They also serve as the central point of accountability when working with external agencies, freelancers, or technical specialists.

The other options represent activities that can often be outsourced without compromising strategic integrity.

Video production and web programming are technical skills commonly handled by specialists. Speechwriting and newsletters may be shared or outsourced under strategic direction. Crisis and emergency communications, while strategically sensitive, still rely on internally set frameworks and leadership oversight rather than standalone execution.

Strategic communication management emphasizes that organizations should retain control over strategy and governance while selectively outsourcing execution. By keeping strategy and project management in-house, organizations protect alignment, accountability, and credibility-ensuring that all communication activities support broader business and reputation objectives.

NEW QUESTION # 73

You are the brand manager of a deodorant and you are working with your advertising agency on your media scheduling plan. The strategy that you choose for your product's media scheduling is:

- A. Pulsing
- B. Flighting
- C. Randomization
- D. Continuity

Answer: A

Explanation:

Pulsing is the most strategically innovative media scheduling approach for consumer products like deodorant because it balances brand presence consistency with demand-driven intensity. Strategic communication requires optimizing impact across the customer journey while accounting for purchasing cycles and competitive noise.

Deodorant is a frequently purchased product with seasonal demand fluctuations. Pulsing allows the brand to maintain a baseline level of visibility year-round-supporting awareness and brand recall-while increasing media weight during peak periods such as summer or promotional cycles. This reflects innovative thinking by integrating data, consumer behavior insights, and budget efficiency.

Continuity (B) may waste resources during low-demand periods, while flighting (A) risks losing brand salience when advertising pauses. Randomization (D) lacks strategic discipline and undermines measurement and predictability-both unacceptable at a strategic management level.

From an SCMP perspective, innovation is not novelty for its own sake; it is the intelligent application of strategy to maximize outcomes. Pulsing demonstrates this by aligning communication intensity with business rhythms, consumer needs, and media effectiveness metrics.

This approach also allows for flexibility, enabling adjustments based on market performance, competitive activity, or emerging opportunities-key attributes of modern strategic communication leadership.

NEW QUESTION # 74

What are the four basic elements that form, shape, and reinforce an organization's culture?

- A. People, purpose, strategy, and structure
- B. Mission, people, purpose, and strategy
- C. People, process, strategy, and structure
- D. History, people, strategy, and structure

Answer: A

Explanation:

In strategic communication management, organizational culture is understood as the shared system of meaning that guides how people think, behave, and make decisions. The four foundational elements that form, shape, and reinforce this culture are people, purpose, strategy, and structure-making option D the correct answer.

People are central to culture because culture is lived, interpreted, and reinforced through daily behaviors, leadership actions, and interpersonal interactions. Leaders and employees alike model what is valued and acceptable through what they prioritize, reward, tolerate, or challenge. Communication practices play a key role in reinforcing these behavioral norms.

Purpose provides the emotional and moral anchor for culture. It explains why the organization exists beyond profit and gives meaning to work. When purpose is clear and consistently communicated, it aligns employee behavior and fosters commitment. Purpose-driven cultures tend to show stronger engagement, trust, and resilience-especially during change.

Strategy translates purpose into direction. It signals what the organization chooses to focus on and what it deprioritizes. Strategic choices reinforce cultural values by clarifying how success is defined and pursued. For example, a strategy emphasizing innovation reinforces a culture of experimentation and learning.

Structure institutionalizes culture. Reporting lines, decision-making authority, incentives, and governance systems all reinforce cultural expectations. Structure either enables or constrains desired behaviors, making it a powerful cultural driver.

The other options include important concepts but miss this complete alignment. Processes and history influence culture, but they do not actively shape it in the same sustained way. Strategic communication management emphasizes that culture is reinforced when people, purpose, strategy, and structure are aligned and consistently communicated—creating coherence between what an organization says and what it does.

NEW QUESTION # 75

Following a traditional service center funding model is an advantage for a communication team because:

- A. it contributes to the bottom line by generating profits for the company.
- B. the team is always eager to do their best work because they have a captive client base.
- C. the cost is not a barrier for clients from working with their in-house communication professionals.
- D. the in-house clients understand the value of the communication team because they pay market rate for communication services.

Answer: C

Explanation:

In strategic communication management, a traditional service center funding model refers to a centrally funded communication function that provides services to internal clients without charging them directly for each engagement. The primary advantage of this model is that cost does not become a barrier to access, making option A the correct answer.

When communication services are centrally funded, internal clients are more likely to engage communication professionals early and often. This supports strategic alignment, consistency, and risk management. If cost recovery or charge-back models are used, internal stakeholders may delay or avoid involving communication teams to reduce expenses, increasing the risk of misalignment, poor messaging, or reputational exposure.

Strategic communication management emphasizes early involvement as a key factor in effectiveness.

The service center model positions communication as an organizational capability rather than a transactional service. It reinforces the idea that communication is a shared strategic resource that supports enterprise-wide objectives, such as change management, leadership communication, and reputation protection. By removing financial friction, communication teams can focus on advising, planning, and coordinating rather than negotiating budgets for each request.

The other options reflect misunderstandings of the model. Charging market rates (option B) aligns more closely with a fee-for-service model, not a traditional service center. Generating profits (option C) is not the purpose of an internal communication function. A captive client base (option D) does not inherently drive quality and may actually reduce accountability if not managed properly. Strategic communication management recognizes that while no funding model is perfect, the traditional service center approach maximizes access, encourages collaboration, and supports the integration of communication into management decision-making—it is a strong model for organizations prioritizing strategic consistency and enterprise value.

NEW QUESTION # 76

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