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GCCC Strategic Communication Management Professional Sample Questions (Q62-Q67):

NEW QUESTION # 62

A city's public health service is creating awareness of its new occupational hygiene policy for its 12,000 employees. Which of the following tools would be MOST effective in raising awareness of the policy?

- A. A poster campaign that covers all work units of the organization.
- **B. An integrated approach using printed and digital media.**
- C. A memorandum for use in all staff meetings within the organization.
- D. Articles placed on the intranet about the importance of hygiene.

Answer: B

Explanation:

Raising awareness of a new occupational hygiene policy across a large and diverse workforce requires a coordinated and multi-channel communication strategy. From a strategic communication management perspective, an integrated approach using both printed and digital media is the most effective option because it maximizes reach, repetition, and message reinforcement across different employee segments.

In an organization with 12,000 employees, reliance on a single communication tool is unlikely to be sufficient. Employees vary in their

roles, locations, access to technology, and information consumption habits.

An integrated approach acknowledges this diversity by combining tools such as posters, emails, intranet content, digital signage, briefings, and printed materials. This ensures that key messages are encountered multiple times and through trusted channels, increasing the likelihood of awareness and comprehension.

Strategic communication emphasizes message consistency across platforms. An integrated approach allows the same core policy message to be adapted in format while remaining aligned in content. Visual materials can provide quick reminders in workspaces, while digital media can offer more detailed explanations, FAQs, and updates. This layered communication structure supports both initial awareness and ongoing reinforcement.

The other options are limited in scope and effectiveness. A memorandum or staff-meeting discussion depends heavily on managerial follow-through and may not reach all employees consistently. Intranet articles require employees to actively seek information, which reduces exposure. A poster campaign alone raises visibility but lacks depth and interactivity.

Effective policy communication is not about choosing a single channel, but about orchestrating multiple channels to work together strategically. Therefore, an integrated approach using printed and digital media best reflects strategic communication management principles and is most likely to achieve broad awareness and understanding of the new hygiene policy.

NEW QUESTION # 63

Which of the following is MOST important for the successful integration of the communication function into an organization?

- A. A mandate from senior leadership
- B. A comprehensive communication strategy
- C. A cross-functional communication committee
- D. A detailed brand outline

Answer: A

Explanation:

In strategic communication management, the most critical factor for successfully integrating the communication function into an organization is a clear mandate from senior leadership. Communication becomes strategically effective only when it is recognized as a core management function rather than a support or tactical activity. Senior leadership endorsement provides legitimacy, authority, and access- elements that cannot be fully achieved through strategy documents or committees alone.

A leadership mandate signals that communication is essential to organizational success and decision-making.

It empowers communication professionals to participate in strategic planning, advise executives, and align messaging across departments. Without this mandate, even the most comprehensive communication strategy risks being ignored or inconsistently applied, as departments may prioritize their own objectives over organizational coherence.

From an advising and leading management perspective, senior leaders set priorities, allocate resources, and shape organizational culture. When they explicitly support and require integration of communication, it becomes embedded in workflows, governance structures, and performance expectations. This top-down support ensures that communication considerations are included early in strategic decisions rather than added reactively after problems arise.

While cross-functional committees can enhance coordination and detailed brand outlines can support consistency, both depend on leadership authority to function effectively. Committees without executive backing often lack influence, and brand guidelines without enforcement remain symbolic. Strategic communication management emphasizes that integration is fundamentally a power and governance issue- not just a technical or procedural one.

A mandate from senior leadership also reinforces the advisory role of communication leaders, positioning them as trusted counselors rather than message distributors. This elevates communication to a management- level function capable of shaping meaning, guiding change, managing reputation, and supporting long-term organizational goals.

NEW QUESTION # 64

A company's communication manager has noticed an increasing volume of criticism on social media regarding the company's corporate social responsibility initiatives being self-serving and hypocritical. Which action should be taken by the communication manager when developing the MOST effective, long-term response to the criticism?

- A. Invite and sustain proactive dialogue with stakeholders in order to involve them in corporate social responsibility efforts.
- B. Demonstrate to stakeholders how their concerns are being addressed and employing multiple feedback methods.
- C. Issue a continuous stream of press releases underscoring the benefits of the corporate social responsibility initiatives.
- D. Aggressively push back against criticism.

Answer: A

Explanation:

From an ethics-centered strategic communication management perspective, the most effective long-term response to criticism of corporate social responsibility initiatives is to invite and sustain proactive dialogue with stakeholders and actively involve them in CSR efforts. Persistent accusations of hypocrisy signal a trust deficit, not merely a messaging problem. Ethical communication theory emphasizes that credibility is rebuilt through engagement, transparency, and shared meaning-not one-way persuasion.

Sustained dialogue reflects a two-way, symmetrical communication approach, which is foundational in ethical and reputation management. By engaging stakeholders in open conversations, organizations demonstrate respect for stakeholder voices and acknowledge that legitimacy is co-created rather than controlled. This approach allows the organization to listen, learn, and adapt its CSR initiatives based on stakeholder expectations, social norms, and evolving concerns. Involving stakeholders in CSR efforts also shifts perceptions from performative responsibility to genuine commitment.

The alternative options focus on defensive or one-directional tactics. Issuing frequent press releases may amplify skepticism by reinforcing the perception of self-promotion. Aggressively pushing back against criticism risks escalating conflict and damaging trust further. While demonstrating responsiveness and using feedback mechanisms is important, these actions are more effective when embedded within an ongoing dialogue rather than treated as isolated tactics.

Ethical strategic communication recognizes that long-term reputation protection depends on behavioral alignment, not message volume. Dialogue enables organizations to surface uncomfortable truths, address systemic gaps, and collaboratively define what responsible behavior looks like in practice. This process strengthens moral legitimacy and reduces reputational vulnerability over time.

By sustaining proactive dialogue and stakeholder involvement, the communication manager positions CSR as a participatory, values-driven function. This approach not only addresses current criticism but also builds resilient trust, ethical accountability, and long-term reputational strength.

NEW QUESTION # 65

Which of the following is the MOST important element to address when advising leaders on the implementation of internal social media?

- A. How it impacts online presence
- B. How it creates interest in employee activities
- C. How it supports business objectives
- D. How it provides a place to share information

Answer: C

Explanation:

In strategic communication management, the most important element to address when advising leaders on internal social media implementation is how it supports business objectives. Option A is correct because senior leaders evaluate initiatives based on their contribution to organizational performance, not on features or engagement potential alone.

Internal social media platforms are tools-not ends in themselves. Their value lies in how they enable outcomes such as improved collaboration, faster decision-making, knowledge sharing, innovation, change adoption, and employee engagement. Strategic communication management emphasizes that leaders are more likely to support and sustain internal social media when it is clearly positioned as a solution to specific business challenges, such as silos between teams, slow information flow, or disengaged frontline employees.

Focusing on business objectives also provides a framework for prioritization and measurement. When leaders understand which goals internal social media supports-such as productivity, safety, customer experience, or transformation-they can assess return on investment and set realistic expectations. This alignment helps prevent internal social media from being dismissed as a "nice-to-have" or social distraction.

The other options describe secondary benefits. Providing a place to share information is a basic function, not a strategic justification. Generating interest in employee activities may improve morale, but without a clear link to business outcomes, it lacks leadership relevance. Impact on online presence is largely external and not the primary concern of internal platforms.

Strategic communication management positions communication leaders as business advisors. By framing internal social media in terms of how it advances business objectives, communication managers demonstrate strategic value, secure leadership buy-in, and ensure that implementation decisions are purposeful, focused, and aligned with organizational priorities.

NEW QUESTION # 66

In a competitive business environment, the primary source the communication manager MUST take direction from in framing a strong strategic role for communications in the organization is:

- A. The organization's annual business plan.
- B. Market research reports on the competitive landscape for the organization.

- C. The mission, vision, and values of the organization.
- D. Analysts' reports on the sector.

Answer: C

Explanation:

In strategic communication management, the most fundamental and authoritative source for framing a strong strategic role for communications is the organization's mission, vision, and values. Option C is correct because these elements define the organization's identity, purpose, and ethical compass—providing the enduring foundation upon which all strategic communication should be built.

The mission explains why the organization exists, the vision articulates where it aims to go, and the values define how it chooses to behave along the way. Strategic communication derives its legitimacy and direction from these elements, ensuring that messages are consistent, authentic, and aligned with the organization's core identity. Without this alignment, communication risks becoming fragmented, opportunistic, or overly reactive to external pressures.

While market research, analyst reports, and annual business plans are important inputs, they are secondary sources. Market and analyst reports describe external conditions; they inform positioning but do not define who the organization is. The annual business plan outlines short- to medium-term priorities, but it can change year to year. In contrast, mission, vision, and values provide continuity and strategic coherence across time, markets, and leadership changes.

Strategic communication management emphasizes that communication should not merely respond to competitive forces but should reinforce organizational meaning and purpose in the marketplace. When communication strategy is rooted in mission, vision, and values, it strengthens credibility, guides leadership messaging, and builds trust with stakeholders—even in highly competitive environments.

By taking primary direction from mission, vision, and values, the communication manager ensures that communication serves as a strategic management function: shaping perceptions, guiding behavior, and supporting sustainable competitive advantage through clarity, consistency, and authenticity.

NEW QUESTION # 67

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