

Strategic Communication Management Professional (SCMP) Practice Test

QUESTION 1: Assume your staff is well-managed and is working at full capacity. Your manager briefly mentioned in passing that he wants to add a new “special project” to your unit’s responsibilities. In order to build a case for additional resources, which of the following would you undertake first?

RESPONSES:

- A. Re-assess your team’s priorities
- B. Obtain pricing for the new project: e.g. estimated time and other expenses it will take to complete
- C. Seek clarification from your manager about the project parameters
- D. Tell your manager that it is just not possible given current priorities and resources

QUESTION 2: Which of the following is most important in building a business case for communication projects?

RESPONSES:

- A. Determine if you have current staff capacity to complete the project
- B. Assess if you have current budget to cover the project
- C. Determine how the project aligns with the organisation’s strategic priorities, values and/or vision
- D. See if and how the project overlaps with other projects

QUESTION 3: You are the communications director of a large pet supplies store chain. One of your suppliers sends you a formal notification that one of their dog food products is being investigated by regulators for potential harmful ingredients that might severely harm pets’ health. They have not decided yet for a total recall, but they are issuing this early warning to distributors only. You understand this product is your best-selling one. Your advice to the CEO in terms of the most effective crisis communication response would be to:

RESPONSES:

- A. Immediately withdraw the products from the shelves, in order to minimize any risk and then wait for the results of the study.
- B. Recall the products as a distributor, issue a warning to all customers and communicate the recall through your social media.
- C. Contact the supplier, ask for a total recall of the product, ask them to take responsibility and issue a public statement about it, without involving your own store brand.
- D. Contact the supplier and get an update, monitor the situation closely, review customer complaints and be ready to act as needed.

QUESTION 4: 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:

RESPONSES:

- A. Flighting (intermittent and irregular periods of advertising, alternating with shorter periods of no advertising at all), to benefit from concentrating on the best purchasing cycle period.
- B. Continuity (advertising runs steadily with little variation over the campaign period), so as to benefit from media discounts due to volume.
- C. Pulsing (combines flighting and continuous scheduling by using a low advertising level all year round and heavy advertising during peak selling periods), to account for the purchasing cycles of the product.
- D. Randomization (neither flighting nor continuity, advertising randomly throughout the year), depending on availability of funds/budget.

QUESTION 5: Which of the following is a S.M.A.R.T. objective for a communication strategy?

RESPONSES:

- A. Increase subscriptions by 15% among 25-45-year-olds within a year
- B. Increase awareness by 10% in the Southern region and by 20% in the Northern region
- C. Achieve top of mind awareness of the brand by the end of 2020
- D. Achieve 1,500,000 impressions among target population

QUESTION 6: It is the beginning of May. You work for a trade organization that surveyed its members for feedback on a series of policy issues. A total of 300 members of the organization of 15,000 answered the survey in January. You have been tasked by the general manager to communicate the survey results to the press and make the results as appealing as possible for journalists. Of the following options, which one is unethical?

- A. Having visuals that accompany the release only illustrate a selection of the survey results
- B. Omitting the sample size in the release
- C. Presenting the results as April results
- D. Sending out the release to a selection of journalists that are known to cover the organization's surveys favourably

Answers:

1. C
2. C
3. B
4. C
5. A
6. C