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Communication Ethics	6	3
Communication Research and Analysis	24	4
Communication Strategy and Engagement	34	2
Consistency and Strategic Implementation	17	3
Communication Measurement	19	3

1. **QUESTION:** Instead of 1,945, you wrote 1,954 in an online publication. The error has gone unnoticed so far. You should:

RESPONSES:

- A. correct the error after another higher-priority work has been completed and notify your supervisor.
- B. immediately have the error corrected and notify your supervisor.
- C. notify your supervisor immediately, explain that you noticed an error and seek advice.
- D. determine if the error is significant enough to warrant correction.

2. **QUESTION:** You create a communication strategy for a public event and are presenting the idea to your organization's board of directors. They ask if you can guarantee the attendance figure that you set in the goals and objectives. You should respond that:

RESPONSES:

- A. you are excited, given the tactics, and believe that you have an opportunity to entice the number of attendees you project.
- B. you have researched other similar events, and, given the tactics, are confident and can almost guarantee the attendance objective stated.
- C. attendance can be influenced by several factors including location, cost, timeliness, popularity and others.
- D. while you believe your projection is realistic given the tactics, you can't guarantee the number of attendees.

3. **QUESTION:** You are project manager and editor for the company's annual report and receive the draft copy from many internal stakeholders, including your HR colleagues. They supply you with data on the employee engagement survey that paints a considerably more positive picture than you know to be the reality in the company. You also know that negative information may directly impact the company stock price. Which of the following is the BEST course of action under these circumstances?

RESPONSES:

- A. Tell your HR colleagues that this is illegal and insist that they correct the data to accurately report the information
- B. Put the copy into the final draft of the annual report and document your opposition to and lack of responsibility for it

- C. Meet with your HR colleagues to learn their reasons for supplying the information in this way using the company's Code of Conduct and/or Values to guide the discussion and amend the text
- D. Print the copy as submitted recognizing your HR colleague's prerogative as the authors

4. QUESTION: To be successful, an organization's culture should:

RESPONSES:

- A. be shaped to support its mission and strategy.
- B. evolve naturally based on employees' values and preferences.
- C. remain independent of the operating strategy.
- D. be the same as other organizations in the same industry.

5. QUESTION: A comprehensive situation analysis includes research into issues an organization faces and:

RESPONSES:

- A. key messages to change audience perceptions.
- B. an analysis of the audience(s) affected by issues.
- C. communication strategies, tactics and budgets.
- D. goals and objectives that will determine success.

6. QUESTION: For communication about corporate social responsibility and sustainability issues to be effective, it must:

RESPONSES:

- A. focus on an organization's positive environmental impact.
- B. be aligned with an organization's corporate strategy and values.
- C. target customers and investors in publicly traded organizations.
- D. focus mainly on an organization's investments in the community.

7. QUESTION: You work for a gas utility and safety is taken seriously given the dangerous nature of the product. Your Chief Safety Officer asked you to implement an employee safety communication campaign to improve the company's safety record. The key metric that should be tracked during the campaign is:

RESPONSES:

- A. employee survey responses about intent to change safety behavior
- B. readership levels of a new employee safety web portal.
- C. attendance at the campaign's safety kick-off meeting.
- D. the number of safety incidents before and after the campaign.

8. QUESTION: SMART objectives in a communication plan should be:

RESPONSES:

- A. specific, measurable, attainable, realistic and timely.
- B. specific, measurable, accurate, realistic and timely.
- C. specific, meaningful, attainable, realistic and timely.
- D. specific, measurable, attainable, realistic and tactful.

9. QUESTION: The fundamental purpose of a strategic communications plan is to:

RESPONSES:

- A. maximize awareness of the organization across a broad range of media.
- B. develop new business activity through communications.
- C. align communications activity with the business goals of the organization.
- D. develop new audiences through communications initiatives.

10. QUESTION: SWOT, as in SWOT analysis, stands for:

RESPONSES:

- A. Stakeholders, Work plans, Objectives, and Tools.
- B. Solutions, Weaknesses, Obstacles, and Threats.
- C. Strategies, Work plans, Objectives, and Timelines.
- D. Strengths, Weaknesses, Opportunities, and Threats.

11. QUESTION: When implementing a communication program, which of the following steps should come first in the process?

RESPONSES:

- A. Selecting the right communication channels
- B. Determine the key messages to communicate
- C. Assessment of the situation
- D. Determine the key players and budget

12. QUESTION: Which of the following communication channels is best for communicating organizational transformation issues?

RESPONSES:

- A. Face-to-face communication
- B. Social media
- C. Print media
- D. All-hands electronic meeting

13. QUESTION: Which of the following statements best describes what communications professionals should consider when selecting a communication metric

RESPONSES:

- A. How much of the company's financial capital it will consume
- B. Which metric is easiest to measure
- C. How it supports the company's business objectives
- D. The number of communications staff

14. QUESTION: When planning the measurement and analysis of a communication campaign, you should FIRST identify:

RESPONSES:

- A. intended output or outcomes.
- B. design look and feel.
- C. audience opinions and preferences.
- D. management opinions and preferences.

15. QUESTION: Which of the following is true of a qualitative survey?

RESPONSES:

- A. Can be conducted online
- B. Sample size is small
- C. Sample group can be random
- D. Tells you how many people think a certain way

Correct Answers:

1. B
2. D
3. C
4. A
5. B
6. B
7. D
8. A
9. C
10. D
11. C
12. A
13. C
14. A
15. B