

Certified Communications Professional Practice Test Questions and Answers

1. What is the primary goal of strategic communications planning?

- A) Increase media coverage volume
- B) Align messaging with organizational objectives and target audiences
- C) Reduce communication costs
- D) Maximize social media followers

2. Which element is most critical in crisis communication management?

- A) Delaying response until all facts are known
- B) Rapid, transparent, and consistent messaging
- C) Avoiding media contact
- D) Blaming external factors

3. What does effective stakeholder analysis identify?

- A) Only financial contributors
- B) Key audiences, their interests, and communication preferences
- C) Competitor strategies
- D) Budget requirements only

4. Which metric is most valuable for measuring communication effectiveness?

- A) Number of press releases sent
- B) Behavioral change and goal achievement
- C) Media impressions only
- D) Social media likes

Answers: 1-B 2-B 3-B 4-B

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