

**Principles of Strategic Communication**  
**By Holtzhausen, Fullerton, Lewis and Shipka**

**Test Bank**

**Sample Test Questions – Chapter 1**

1. Which of the terms below is NOT part of the definition of strategic communication?
  - a. Purposive
  - b. Deliberate
  - c. **Advertising**
  - d. Public Sphere
  - e. Agent
  
2. Which of the following are considered the traditional sub-fields of strategic communication?
  - a. advertising
  - b. public relations
  - c. marketing communication
  - d. a and b only
  - e. **all of the above**
  
3. Which model of communication is represented by a tornado?
  - a. The Transmission Model of Communication
  - b. **The Constitutive Model of Communication**
  - c. The Interpersonal Model of Communication
  - d. The Receiver/Sender Model of Communication
  - e. The Co-creation Model of Communication
  
4. Which of the following statements best describes the “outside-in” approach?
  - a. Asking, what do we want from our stakeholders?
  - b. A focus on what leadership of an organization needs to accomplish.
  - c. **The stakeholders are placed at the center of the communication process.**
  - d. Becoming a more sensitive, ethical communicator
  - e. All of the above
  
5. True or false: The macro level of strategic communication is also considered the communication level.
  - a. True
  - b. **False**

6. Use the correct terms to complete the definition of strategic communication:  
“Strategic communication is the practice of \_\_\_\_\_ communication that a communication agent enacts in the public sphere on behalf of \_\_\_\_\_ to reach set goals.”
- a. Crisis, an organization
  - b. Deliberate and purposeful, a communicative entity**
  - c. Media, non-profit organization
  - d. Interpersonal, movie star
  - e. Spontaneous, a corporation
7. In strategic communication examples of public sphere communication include:
- a. Politicians to voters**
  - b. Doctor to patient
  - c. Supervisor to employee
  - d. b and c only
  - e. None of the above
8. Activism, which refers to people who are communicating to make changes in society, is one of the domains of practice of strategic communication.
- a. True**
  - b. False
9. What is the collective name for the people with whom strategic communicators interact and communicate?
- a. Audience
  - b. Publics
  - c. Consumers
  - d. Stakeholders**
  - e. Investors

### Sample Test Questions – Chapter 2

1. Which of the following skills are NOT required of a strategic communication professional?
- a. Ability to write well
  - b. Be an extrovert**
  - c. Critical thinking
  - d. Understand media systems
  - e. Embrace social and cultural diversity
2. Division of labor refers to:
- a. The roles and tasks assigned to each employee**
  - b. How smart you are
  - c. Your ability to be on time every day

- d. Your ability to get along with your colleagues
  - e. None of the above
3. In communication agencies the account manager is the person responsible for:
- a. Buying the media for a campaign
  - b. Conducting research
  - c. Send out the billing statements to clients every month
  - d. Producing artwork
  - e. **Maintaining and managing the client-agency relationship**
4. Practitioners who help clients understand local practices in international settings are called:
- a. Technicians
  - b. Runners
  - c. **Cultural interpreters**
  - d. Creatives
  - e. Publicists
5. Which of the following is a good strategy to start your career in strategic communication?
- a. Find a mentor
  - b. Join a professional organization
  - c. Volunteer for a local campaign
  - d. None of the above
  - e. **All of the above**
6. Which of the following is not a hard skill?
- a. **Confidence**
  - b. Writing
  - c. Media production
  - d. Graphic design
  - e. Research
7. Joining a student news outlet will give you skills that will be invaluable to your career.
- a. **True**
  - b. False
8. Which of the following is not a requirement for successful networking?
- a. Nurturing long term relationships
  - b. **Love talking to strangers**
  - c. Joining a professional or community organization
  - d. Internships while at college
  - e. Volunteer for a local non-profit

9. Be prepared to stay in your first job forever.
  - a. True
  - b. False**
10. Building your reputation and being known for specific skills and attributes:
  - a. Depends on how wealthy your family is
  - b. Happens naturally and subconsciously
  - c. Is done by being on social media as much as possible
  - d. Is called personal branding**
  - e. All of the above

### Sample test questions – Chapter 3

1. What is the kind of communication called that has as its goal disruption of rules and norms of communication?
  - a. Linear communication
  - b. Transmission communication
  - c. Guerrilla communication**
  - d. Reactive communication
  - e. Spontaneous communication
2. Which of the following are attributes of strategy?
  - a. It helps organizations compete in the marketplace
  - b. It is planned and deliberate
  - c. It helps organizations survive in the marketplace
  - d. None of the above
  - e. All of the above**
3. Which of the following is a problem of the inside-out approach?
  - a. The full spectrum of stakeholders' perspectives is not represented
  - b. There is no vision and mission for the organization
  - c. Women are not adequately represented at the highest levels of management
  - d. a and c of the above**
  - e. b and c of the above
4. Which one of the following communication models is associated with emergent strategy?
  - a. The Transmission Model of Communication
  - b. The Constitutive Model of Communication**
  - c. The Interpersonal Model of Communication
  - d. The Ritualistic Model of Communication
  - e. The Co-creation Model of Communication

5. Strategies cannot be applied generally but must be formulated within the context of the specific institution.
- True**
  - False
6. The vision, mission and values of an organization represents the
- Foundational stage**
  - Implementation stage
  - Conceptual stage
  - Planning stage
  - Application stage
7. A vision statement
- Is aspirational and future oriented**
  - Focuses on what the entity does
  - Identifies the problems an entity faces
  - Expresses the weaknesses of an entity
  - Describes the external environment of an entity
8. What are the attributes of strategic objectives?
- Prioritize the direction an entity is going in
  - Are formulated to negate a problem or problems identified in the strategy formulation process
  - Typically have a time frame of three to five years
  - a and b are the only attributes
  - a, b, and c are all attributes**
9. How does one determine the success of a strategic communication campaign?
- How big the budget is
  - What human resources you have available
  - The number of media tactics you used
  - Results that can be measured and compared to previous results and research**
  - How quickly you can execute it
10. Which of these leadership styles appeal to the moral values and aspirations of employees and other business partners?
- Transactional leaders
  - Inclusive leaders
  - Transformational leaders**
  - Situational leaders
  - Participative leaders

#### Sample test questions – Chapter 4