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Question 1

Question Type: MultipleChoice

What is a tool that an organization can use to quantify the value of an employee's total rewards package?

Options:

- A- Total rewards statement
- B- Total rewards philosophy
- C- Total rewards strategy
- D- Total rewards elements

Answer:

A

Question 2

Question Type: MultipleChoice

When developing a communication campaign for a new health insurance program, which of the following should be taken into consideration?

Options:

- A- Employees' self-esteem may be attached to certain programs
- B- Supervisors may have a great deal of control over the program
- C- The audience may go beyond employees and include other decision-makers
- D- The communication may need to integrate with other programs

Answer:

C

Question 3

Question Type: MultipleChoice

The degree of openness regarding compensation communications is generally influenced most by which of the following?

Options:

- A- Corporate culture
- B- The presenter
- C- Legal requirements
- D- The channel used

Answer:

A

Question 4

Question Type: MultipleChoice

Why is it important to be aware of organizational changes when managing a communication campaign?

Options:

- A- Because any significant change will require a new campaign

B- Because the success of any communication campaign relies upon a lack of change

C- Because they may result in changes to the campaign, timeline or budget

Answer:

C

Question 5

Question Type: MultipleChoice

What is considered a soft measure of communication effectiveness?

Options:

A- Employee awareness, understanding or satisfaction

B- The amount of money spent on the communication campaign

C- Data on productivity and turnover

Answer:

A

Question 6

Question Type: MultipleChoice

Which of the following should be focused on during Step 6, develop the communication campaign?

Options:

- A- Detailing the total rewards philosophy and strategy
- B- Conducting audience research
- C- Analyzing the target audience for the communication
- C- Documenting a project plan

Answer:

C, C

Question 7

Question Type: MultipleChoice

If you need to convey negative or controversial information, which channel should you consider first?

Options:

A- Face-to-face

B- Paper-based

C- Technology-based

Answer:

A

Question 8

Question Type: MultipleChoice

What is a consideration when using more than one presenter to communicate a message in a face-to-face channel?

Options:

- A- Messages are best communicated by a single presenter
- B- The last people to receive the message will get a shorter, less detailed message.
- C- Audiences will react more favorably to presenters with louder voices
- D- The message communicated is likely to vary, even if scripted.

Answer:

D

Question 9

Question Type: MultipleChoice

How does a theme help a communication campaign?

Options:

- A- It uses music to create emotion

B- It draws attention to it and creates interest

C- It simplifies the message

D- It helps diminish negative feedback

Answer:

B

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