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**Shared by Horn on 12-12-2023**

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## Question 1

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**Question Type:** MultipleChoice

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When should the communication campaign be evaluated?

### Options:

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- A- Immediately following the creation of the campaign.
- B- Whenever the data is available to the communications team.
- C- After the initial rollout and again four to six months later.
- D- When financial resources become available.

### Answer:

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B

## Question 2

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**Question Type:** MultipleChoice

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Which of the following activities should be conducted during the implementation step of the communication campaign?

**Options:**

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- A-** Identify objectives.
- B-** Evaluate success.
- C-** Determine the budget.
- D-** Gauge audience reaction and feedback.

**Answer:**

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D

## Question 3

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**Question Type:** MultipleChoice

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Which of the following would be most effective for communicating a complicated new retirement plan design?

**Options:**

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- A- Group meeting
- B- Plan document
- C- Webcast
- D- E-mail

**Answer:**

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A

## Question 4

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**Question Type:** MultipleChoice

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What is one reason for using face-to-face communication?

**Options:**

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- A- Allows for employees to access information when they need it.

- B-** Allows for the target audience to go at their own pace.
- C-** Provides for real-time interaction and feedback.
- D-** Provides consistency.

**Answer:**

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C

## Question 5

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**Question Type:** MultipleChoice

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Which of the following best describes an attribute of a well-stated communications objective?

**Options:**

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- A-** Task-oriented
- B-** Easily achieved
- C-** High-level
- D-** Tied to the business

**Answer:**

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A

## Question 6

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**Question Type:** MultipleChoice

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Which best describes the fundamental purpose of communication?

**Options:**

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- A-** Shared understanding between a sender and receiver of information.
- B-** Decreased costs associated with total rewards programs.
- C-** Distribution of information.
- D-** Elimination of noise.

**Answer:**

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D

## Question 7

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**Question Type:** MultipleChoice

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Which of the following is an objective of variable pay?

### Options:

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- A- to help retain long-service employees
- B- to help link individual performance to individual pay
- C- to help promote cost savings initiatives by employees
- D- to help keep labour costs down

### Answer:

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B

## Question 8

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**Question Type:** MultipleChoice

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As the new owner of a car dealership, you have become concerned with some behaviour being displayed by most of your sales force. You have decided to change the compensation systems. Yet, you are very concerned with your ability to meet payroll if sales decrease. Which of the following pay plans should you consider using?

**Options:**

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- A- employee stock plans
- B- targeted incentives
- C- extensive benefits
- D- competency-based plan

**Answer:**

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A



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