

CMP Practice Test Questions and Answers

1. A 'dark site' in crisis PR is:

- A) A competitor's website monitored for negative content
- B) A pre-built website kept offline that can be activated rapidly during a crisis
- C) A social media account used anonymously
- D) An internal employee communications portal

2. In a PR campaign, a 'pitch' is:

- A) A formal budget request to senior leadership
- B) A brief, personalized proposal sent to a journalist suggesting a story idea
- C) A scripted speech delivered at a press conference
- D) A competitive analysis of rival organizations

3. Lessons learned should contain:

- A) The collective wisdom of the team.
- B) Feedback from the customer as to what you could have done better.
- C) Information to be used as input into project closure.
- D) Analysis of the variances that occurred from the project's baseline.

4. A press release is BEST described as:

- A) A paid advertisement placed in a newspaper
- B) An official statement distributed to news media to announce newsworthy information
- C) A private letter sent to individual journalists
- D) A social media post published by the PR team

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

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