



Certificate in Marketing Skills

COMMUNICATION SKILLS

THURSDAY, AUGUST 18, 2005. TIME: 2.00 pm - 4.00 pm

Please attempt Section A and TWO questions from Section B.

Do **NOT** repeat question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

SECTION A (50%)

(All questions carry equal marks)

1. Case Study: Air National

Simon Harris is in charge of the customer service desk for Air National, a full service airline. He is at the beginning of his 12-hour shift and is heading in to one of his most difficult days this year. Due to adverse weather conditions, one third of all flights have been cancelled. The airport is teeming with unhappy travellers, grumpy children and harassed airline staff. It is Simon's job to provide information to customers, distribute meal and hotel vouchers and seek alternative flights for passengers. He has four front line staff and two back room staff and is finding it very difficult to cope with the level of customer enquiries.

You are required to answer **each** of the following questions.

- (i) Draw up a set of basic steps for handling customer enquiries which can be used by all the staff in Simon's team.
- (ii) What general advice can you offer Simon and his team about dealing with aggressive customers?
- (iii) Air National is not directly responsible for the delay in flights. Should the Air National staff apologise to travellers whose flights have been delayed due to poor weather conditions? Give reasons for your answer.

P.T.O.

SECTION B

(Please attempt TWO questions. All questions carry equal marks.)

2. What is meant by the term *Moment of Truth*? Describe one positive and one negative *Moment of Truth* you have experienced that determined your overall opinion of the companies you have chosen.
3. Write a brief explanation for the following communications terms:
 - (a) Noise
 - (b) Clutter
 - (c) Media Fragmentation
4. What are the key qualities of an effective team? If you had to set up a team at work to develop a new product, what ground rules would you suggest to ensure the team works cooperatively and supportively together? Assume the team is made up of people working at different levels within the organisation.
5. You have been asked to make a presentation to a group of customers about your company's new on-line sales system. Before you start preparing the content of your presentation, what other issues should you consider to ensure your presentation is successful?