



## Certificate in Marketing Skills

### COMMUNICATION SKILLS

**THURSDAY, AUGUST 17, 2006. TIME: 2.00 pm - 4.00 pm**

**Please attempt Section A and TWO questions from Section B.**

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark **QUESTION 1** and the next **TWO** questions in your Answer Book).

All questions carry equal marks.

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)**

#### **Case Study: Customers from Hell**

Tony manages the Help Desk at Komplex Computers, a leading supplier of computer systems for large organisations. The Help Desk is extremely busy and Tony depends on the skills and knowledge of his staff to resolve as many problems as possible over the phone. He is concerned with the level of staff turnover in the Help Desk team. Staff training takes four weeks and it can take up to six months to become familiar with all the computer systems supported by the Help Desk team. Unfortunately, many leave within a year. A number of staff have told him that they find dealing with difficult customers demotivating. Tony has noted that many of his staff give in too easily to customers who 'shout the loudest'. Tony has also sought feedback from clients about their satisfaction with the performance of the Help Desk staff. A number of clients have expressed frustration at the rate of staff turnover. They are losing confidence in Komplex Computers' ability to provide knowledgeable support by phone.

1. (i) What advice for dealing with aggressive customers should Tony offer his staff?
- (ii) What long term impact will staff turnover have on the quality of customer service and customer loyalty?

**P.T.O.**

## **SECTION B (50%)**

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

2. He who asks the questions controls the conversation. Outline the main types of question that may be used and comment on the advantage and disadvantage of each type.
3. Write a brief note on the value and limitations of **each** of the following customer feedback channels:
  - (a) Customer satisfaction surveys
  - (b) Customer panels
  - (c) Customer complaints
4. Outline the four stages in team development. If you had to set up a team at work to develop a new product, what team 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 are the manager of a local branch of a major bank. You want to invite representatives of businesses in the locality to come to a hotel for an evening presentation on your bank's new range of loan facilities for small businesses. The presentation will last 30 minutes and will be followed by refreshments and a light supper. Using the AIDA model, prepare a standard letter to invite local business people to your presentation. Ensure that the letter contains all the information necessary for the recipients to respond.