



## Certificate in Marketing Skills

### COMMUNICATION SKILLS

THURSDAY, MAY 18, 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:**

Tom Frost was in foul humour. He had been working all day at the Customer Service desk in the local supermarket branch, *Fresco*. Every customer that came to him was impatient and demanding. Tom had taught himself some good tricks for getting rid of awkward customers. He kept eye contact to a minimum and didn't encourage customers to air their views. Half the time people were complaining to him about things that had nothing to do with him. One customer complained that a food product sold through the shop was three days out of date. Another customer claimed to have been given the wrong change. One irate customer left a leaking carton of soup on his desk.

Tom hadn't been able to take a proper break all day. No one had told him how he should handle all these complaining customers. There was no one to advise him or stand in for him when he needed a short break to have a cigarette.

Now Tom was in trouble. A customer had complained to one of the store managers about his attitude so now his boss wants to see him.

1. (a) Analyse the strengths and weaknesses of Tom's current behaviour in dealing with so-called 'awkward customers'.
- (b) Suggest a number of techniques to help Tom improve his listening skills when dealing with customers.

**P.T.O.**

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

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

2. All organisations work in a business environment and seek to have good relations with different individuals and organisations in that environment, e.g. financial institutions, the general public and customers. With the aid of a diagram, outline the organisations with which your company (or a company with which you are familiar) interacts with in its business environment.
3. If you are planning a communications campaign to launch a new product, outline the main steps you should undertake to ensure you run an effective campaign.
4. Research has shown that there are four different ways of communicating with people: openly aggressive behaviour, hostile submissive behaviour, warm submissive behaviour and assertive behaviour. Why is it useful to understand and recognise different patterns of communication, both in ourselves and in other people?
5. As Sales Manager for Hi-Tech Unlimited, you wish to make a series of presentations to retail groups about your company's new range of Plasma TVs. Before considering the content of your presentation, what other issues should you consider to ensure your presentation is successful?