



Certificate in Marketing Skills

COMMUNICATION SKILLS

THURSDAY, AUGUST 16, 2007. 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: *Café Kairo*

Tom is the manager of a café in a leafy suburb of Cork. The café has built its reputation on its great food and excellent service. With a team of just six people, including two cooks and four waiting staff, Tom encourages all the staff to get to know the customers and interact with them. The café is dependent on its repeat business as it is not located on a busy street. To date, the formula has worked. However he has had to recruit two new waiters this month, as two of his longest serving staff have left. Tom is getting ready to train in the two staff members and wants to ensure he maintains the atmosphere and standards of the café through this major staff change.

1. (a) What points should Tom make to his new staff about the importance of customer service to the café?
- (b) Tom must prepare a short note on dealing with customer queries and complaints. What procedures should he recommend to his new staff for dealing with customer queries and/or complaints?

P.T.O.

SECTION B (50%)

(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 a company.
3. What does the Communication Process Model tell us about how we communicate? Select a TV or radio commercial with which you are familiar and identify the source, how the message is encoded, the means of transmission and the target audience or receiver in the ad.
4. The key to a successful meeting is the right combination of content and process. What are the most important steps in running a successful meeting?
5. You are a sales representative for a new hotel. You are preparing a presentation for a potential client. The presentation will take place at your hotel. What should you consider when planning your presentation?