



Certificate in Marketing Skills

COMMUNICATION SKILLS

THURSDAY, MAY 3, 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: *First Impressions*

Ashling has been working with her local newspaper, the *Longford Champion*, for five years. She is in charge of the advertising department and has just recruited Barbara, a graduate in media studies. Barbara is full of enthusiasm and will be handling some key accounts, including up to 40% of the paper's advertising revenue in any given year. During the induction training, Ashling has noticed that Barbara demonstrates some behaviour which may not be helpful in developing a rapport with customers. She talks more than listens and is often untidy in her appearance. She tends to jump to conclusions without getting all the facts.

1. (a) Ashling wants to build in one more day's training for Barbara to help her to learn the key steps in building rapport with customers. Outline the core content you will cover in this training day. The objective is to help Barbara to make a very positive first impression when meeting important new clients.
- (b) What is the potential impact of poor listening on Barbara's ability to develop rapport with customers?

P.T.O.

SECTION B (50%)

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

2. What are the characteristics of good internal communications in an organisation? Give an example of effective communications within your company or a company with which you are familiar.

3. *The customer is more likely to judge the performance of a company by the way the company deals with them rather than the products or services themselves.*
Comment on this statement and outline how customers evaluate customer service. Support your answer with examples from your company or a company with which you are familiar.

4. When dealing with a customer complaint, how should we respond to aggressive behaviour?

5. You must prepare a report for your boss on opportunities for your company in a new market. You want your report to look professional. Outline the report structure you will use. In your view, what are the most important sections of the report?