



Certificate in Marketing Skills

COMMUNICATION SKILLS

THURSDAY, AUGUST 14, 2008. 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: *Coffee Bean*

Harold is the owner of a nationwide chain of coffee houses. To date, they have achieved very good brand recognition and *Coffee Bean* is seen as a trend setting brand. The company has enjoyed extraordinary growth over the past five years. However, Harold now faces a new threat. A major burger restaurant chain, that has traditionally been associated with fast food, has now moved in to the coffee market and is offering customers a range of 6 types of coffee. Research conducted by Harold shows that his customers believe standards are dropping at the *Coffee Bean*, with service over-automated and impersonal. He is also concerned that for the first time ever, he is seeing a drop in sales at his cafes. Harold is getting all the coffee house managers together and is preparing his presentation on 'putting the soul back in to the *Coffee Bean*'.

- (a) What points should Harold make to his managers about the importance of customer service to the *Coffee Bean*?
- (b) Harold has heard about research by Zeithaml, Parasuraman and Berry which identifies five criteria customers use to evaluate service, including tangibility, responsiveness, reliability, assurance and communication (empathy). Write a brief note on how Harold can encourage his managers to provide a positive customer experience across all these five criteria.

P.T.O.

SECTION B (50%)

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

2. You were preparing an advertising campaign for your own organisation or one with which you are familiar. Outline the key steps you need to undertake when planning a campaign.
3. You have just been appointed in a marketing position in a major car dealership, dealing with both corporate and personal clients. What steps can you take to ensure you make a positive first impression and build rapport with clients?
4. Why should we regard a complaint as a gift? Give one example of a complaint made by you that was resolved to your satisfaction. Discuss why you believe the complaint was well handled. Would you do business again with that organization? Give reasons for your answer.
5. You have been asked to chair an important meeting at work. What steps should you take to prepare for a successful meeting? In the past, meetings have gone considerably over time and certain people have been over-talkative. What actions will you take to ensure you run an effective meeting?