



## Certificate in Marketing Skills

### COMMUNICATION SKILLS

WEDNESDAY, MAY 20, 2009. 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%)

##### Case Study

Paul is an account executive of a 5-star hotel that belongs to an international chain. A month ago, Paul confirmed an appointment to see the conference chairman of a major medical association to finalize details of its annual conference, which will be attended by 300 doctors from all over Ireland. For reasons unknown to the prospective client, Paul fails to attend the meeting. The tentative booking made by the client for the next two years, including a possible international conference, are immediately cancelled and a complaint letter is sent to the hotel's general manager.

Answer **each** of the following questions:

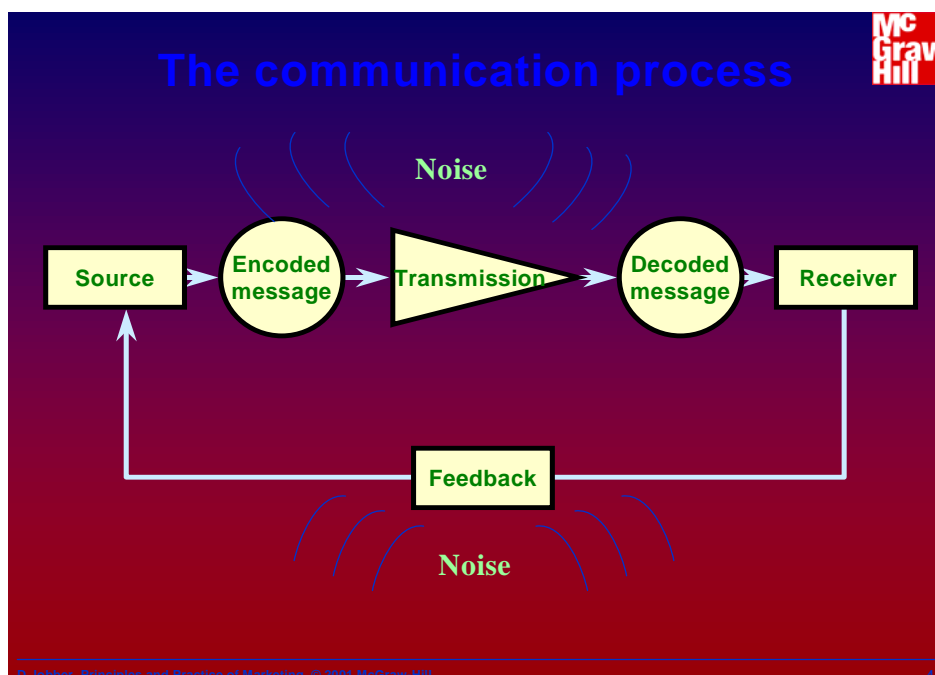
1. (a) What should Paul do to appease the complaining customer?  
(20 marks)
- (b) Suppose the unfortunate event is publicised by a columnist in a popular business newspaper; what steps would you take to counteract bad publicity?  
(20 marks)
- (c) You are the general manager who received the complaint letter. What would you do to rectify the situation?  
(10 marks)

**P.T.O.**

## SECTION B (50%)

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

2. You have been asked to pitch an innovative new product to a group of prospective clients. The recession is hitting your company hard so there's a lot at stake. You want the client to know you're an old hat at sales and that you know your product and service inside out.
- Explain the role research will play in preparation for the oral presentation? (10 marks)
  - Comment on the impact body language and voice will have on your audience. (10 marks)
  - Identify three 'exercises' that can improve body language. (5 marks)
3. The diagram (below) of the communication process model has **five** main elements: the sender, the medium or transmission, the receiver, feedback, and noise. True communication occurs when the receiver decodes and acts on the message the way the sender intended. Apply the communications process model to an advertising campaign of your choice and answer the following questions:
- What is the message the sender intends to communicate with the receiver? (5 marks)
  - What channel(s) is used to transmit the message? (5 marks)
  - Identify sources of noise that may prevent 'true communication'. (5 marks)
  - Is feedback built into the campaign? How does feedback improve accurate transmission of the message. If feedback isn't present, make suggestions to incorporate it into the campaign. (10 marks)



4. Research has shown that the way we interact with one another usually falls into one or more of four patterns. There are, in effect, four different ways of communicating with people.
- (a) Explain each of the four different communication styles. (20 marks)
  - (b) What is your communication style? What words, tone of voice and body language are associated with this style? (5 marks)
5. Explain the following communication concepts:
- (a) AIDA (5 marks)
  - (b) Consensus (5 marks)
  - (c) “Moment of Truth” (5 marks)
  - (d) Networking (5 marks)
  - (e) Feedback (5 marks)