



Certificate in Marketing Skills

COMMUNICATION SKILLS

WEDNESDAY, MAY 12, 2010. 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 the question in your answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

SECTION A (50%)

Case Study

Cian is regional manager of a reputable mobile phone provider. He's unhappy about how the company dealt with a recent customer's complaint. He decides to talk to all of his managers about customer complaints and queries. Grainne, the aforementioned customer, had bought a new mobile phone but a couple of months later, the phone started to malfunction. Grainne requested a replacement. The store manager dealing with Grainne's request told her the phone would not be replaced because the battery showed signs of water corrosion. The phone had not been exposed to water, and Grainne's subsequent calls to customer service were met with the excuse that the corrosion could also be the result of normal exposure to air – but the company still would not replace or fix the phone free of charge.

1. (i) What points should Cian make to his managers about the way Grainne's complaint was handled **and** the importance of customer service to any company? (25 marks)
- (ii) Cian decides to prepare a memo to distribute to all new and existing staff. What procedures should he recommend to his managers for dealing with customer complaints and queries in the future? (25 marks)

P.T.O.

SECTION B (50%)

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

2. Customers are more likely to judge the performance of the company by the way the company deals with them if they have a query or complaint rather than the products or services themselves.
 - (i) Describe what is meant by the term 'moment of truth'? (15 marks)
 - (ii) As a customer, have you ever experienced a negative moment of truth? How did you feel about the encounter? (5 marks)
 - (iii) In the case of a positive moment of truth, did it make you more loyal to the company? What exactly did you find exceptional about the service? (5 marks)

3. Good communication is a mark of a good organisation and good management.
 - (i) What are the main functions of internal communications in an organization? (10 marks)
 - (ii) Describe five rules for good internal communications. (10 marks)
 - (iii) List four communications tools that a company uses to conduct external communications? (5 marks)

4. Writing is an important communication tactic. When we write, we need to be able to convey 100% of the message through the words we use and how we present them.
 - (i) You are the manager of car dealership. Write a letter, using the AIDA model, letting your customers know that the latest model of the car they bought from you five years ago has just arrived in your showroom. (20 marks)
 - (ii) What bonus or special incentive could you use to attract your customers to pay you a visit and test drive the car for themselves. (5 marks)

5. You have been asked to make a presentation to your colleagues on a new customer service programme your company is introducing.
 - (i) Outline the key steps to preparing a presentation. (15 marks)
 - (ii) What role should audiovisual aids play in enlivening a presentation? (5 marks)
 - (iii) What role does non-verbal communication play in presentation delivery? (5 marks)