



**CCP FOUNDATION LEVEL**

**PILOT PAPER**

**COMMUNICATION AND CUSTOMER RELATIONS**

**December 2021.**

**Time Allowed: 3 hours.**

**Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks.**

**SECTION I**

**QUESTION ONE**

- (a) Highlight six written methods that an organisation could use in external communication. (6 marks)
- (b) Identify six preparations than an interviewee could undertake before attending a job interview. (6 marks)
- (c) Assess four important principles that should be observed while using visual aids in written communication. (8 marks)

**(Total: 20 marks)**

**QUESTION TWO**

- (a) Identify five advantages of holding meetings in an organisation. (5 marks)
- (b) In the context of group formation, outline five purposes of establishing group norms. (5 marks)
- (c) Discuss five strategies that could be applied to improve non-verbal communication during a face to face conversation. (10 marks)

**(Total: 20 marks)**

**QUESTION THREE**

- (a) Outline four functions that feedback plays in the communication process. (4 marks)
- (b) Highlight six purposes of an invoice in business transactions. (6 marks)
- (c) Analyse five barriers to effective listening. (10 marks)

**(Total: 20 marks)**

**QUESTION FOUR**

- (a) Outline five guidelines that should be observed to enhance the effectiveness of video conferencing. (5 marks)
- (b) Identify five ways in which semantic barriers could arise in communication. (5 marks)
- (c) Examine five factors that determine the effectiveness of a team. (10 marks)

**(Total: 20 marks)**

**SECTION II**

**QUESTION FIVE**

- (a) Identify six factors that could affect the success of a negotiation process. (6 marks)
- (b) Highlight four benefits of handling customers' complaints effectively. (4 marks)
- (c) Analyse five roles of social media in enhancing customer relations. (10 marks)

**(Total: 20 marks)**

**QUESTION SIX**

- (a) Outline five reasons that makes customer retention important to an organisation. (5 marks)
  - (b) Identify five ethical values that should be observed to ensure good customer care practices in an organisation. (5 marks)
  - (c) Examine five guidelines that should be followed to effectively negotiate with a customer. (10 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) Identify five methods that an organisation could use to obtain customers' feedback. (5 marks)
  - (b) Suggest five techniques that an organisation could apply to build long-lasting relationships with customers. (5 marks)
  - (c) Analyse five measures that senior management of an organisation could take to enhance customer care. (10 marks)
- (Total: 20 marks)**