



CCP FOUNDATION LEVEL

COMMUNICATION AND CUSTOMER RELATIONS

MONDAY: 2 December 2024. Afternoon Paper.

Time Allowed: 3 hours.

This paper has seven (7) questions. Answer any **THREE** questions in **SECTION I** and any **TWO** questions in **SECTION II**. ALL questions carry equal marks. Do **NOT** write anything on this paper.

SECTION I

QUESTION ONE

- (a) List **THREE** characteristics of a concise message. (3marks)
- (b) In relation to report writing:
- (i) Outline **THREE** tips for writing recommendations. 3 marks
- (ii) Summarise **FOUR** guidelines that could be followed when presenting information on a visual platform. (4 marks)
- (c) Describe the stages of team development. (10 marks)
- (Total: 20 marks)

QUESTION TWO

- (a) State **FIVE** requirements of a notice of a meeting. (5 marks)
- (b) Highlight **FIVE** limitations of non-verbal communication. (5 marks)
- (c) Analyse **FIVE** qualities that an effective team player should possess. (10 marks)
- (Total: 20 marks)

QUESTION THREE

- (a) List **FIVE** types of information contained in an invoice. (5 marks)
- (b) Summarise **FIVE** ways in which one could become a productive participant in a committee meeting. (5 marks)
- (c) Discuss **FIVE** effective persuasion techniques in communication. (10 marks)
- (Total: 20 marks)

QUESTION FOUR

- (a) (i) Distinguish between “programmed decisions” and “non-programmed decisions”. (4 marks)
- (ii) Explain **FOUR** advantages of programmed decision-making in an organisation. (4 marks)
- (b) Identify **FOUR** ways in which a listener could demonstrate attentiveness in oral communication. (4 marks)
- (c) Analyse **FOUR** receiver-oriented barriers to communication. (8 marks)
- (Total: 20 marks)

SECTION II

QUESTION FIVE

- (a) Highlight **FOUR** sources of customer information. (4 marks)
- (b) Analyse **FOUR** benefits of effectively negotiating with debtors. (8 marks)
- (c) Discuss **FOUR** roles performed by customer service teams. (8 marks)
- (Total: 20 marks)

QUESTION SIX

- (a) Highlight **FIVE** phone etiquette aspects that could be demonstrated by call centre agents. (5 marks)
 - (b) Summarise **FIVE** characteristics of customer-oriented organisations. (5 marks)
 - (c) Analyse **FIVE** approaches that could be used to effectively manage ethical dilemma. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Identify **FOUR** reasons why an organisation should regularly evaluate customer satisfaction. (4 marks)
 - (b) Analyse **THREE** reasons why negotiation is an important tool in customer relations. (6 marks)
 - (c) Discuss **FIVE** benefits which could accrue to a business from providing a platform for online customer reviews. (10 marks)
- (Total: 20 marks)**

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CCP FOUNDATION LEVEL

COMMUNICATION AND CUSTOMER RELATIONS

MONDAY: 19 August 2024. Afternoon Paper.

Time Allowed: 3 hours.

This paper has seven (7) questions. Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks. Do NOT write anything on this paper.

SECTION I

QUESTION ONE

- (a) State FIVE sources of information that could spread through grapevine. (5 marks)
 - (b) Summarise FIVE guidelines for developing an effective questionnaire. (5 marks)
 - (c) Describe FIVE common presentation mistakes that a speaker should avoid. (10 marks)
- (Total: 20 marks)

QUESTION TWO

- (a) Outline SIX techniques which a receiver of a message could use to enhance non-verbal communication. (6 marks)
 - (b) Identify SIX roles of a chairperson in leading a balanced and controlled meeting. (6 marks)
 - (c) Discuss FOUR methods of making group decisions. (8 marks)
- (Total: 20 marks)

QUESTION THREE

- (a) Enumerate SIX reasons that could make a receiver fail to give feedback. (6 marks)
 - (b) Summarise FOUR parts of a business letter that are included only when necessary. (4 marks)
 - (c) Explain FIVE reasons why teams are popular at the workplace. (10 marks)
- (Total: 20 marks)

QUESTION FOUR

- (a) Highlight FIVE reasons for the popularity of oral communication. (5 marks)
 - (b) Explain FIVE challenges associated with virtual group discussions. (5 marks)
 - (c) Analyse FIVE organisational barriers to effective communication. (10 marks)
- (Total: 20 marks)

SECTION II

QUESTION FIVE

- (a) Outline FIVE ways of building trust with a negotiating partner. (5 marks)
 - (b) Identify FIVE indicators of customer service ethics in an organisation. (5 marks)
 - (c) Describe FIVE steps of effective customer complaints handling process. (10 marks)
- (Total: 20 marks)

QUESTION SIX

- (a) (i) Enumerate FIVE steps followed while undertaking a customer satisfaction survey. (5 marks)
 - (ii) Summarise FIVE benefits of carrying out a customer satisfaction survey. (5 marks)
 - (b) Argue FIVE cases in favour of usage of phones in customer support. (10 marks)
- (Total: 20 marks)

QUESTION SEVEN

- (a) Highlight **SIX** ways of encouraging customer feedback. (6 marks)
- (b) Identify **SIX** roles of a customer care help desk. (6 marks)
- (a) In relation to ethical principles, discuss **FOUR** strategies that could be used to enhance transparent customer interactions in an organisation. (8 marks)

(Total: 20 marks)

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CCP FOUNDATION LEVEL

COMMUNICATION AND CUSTOMER RELATIONS

MONDAY: 22 April 2024. Afternoon Paper.

Time Allowed: 3 hours.

This paper has seven (7) questions. Answer any **THREE** questions in **SECTION I** and any **TWO** questions in **SECTION II**. **ALL** questions carry equal marks. **Do NOT** write anything on this paper.

SECTION I

QUESTION ONE

- (a) List **FIVE** reasons why an interviewee could fail a job selection interview. (5 marks)
- (b) Outline **FIVE** qualities of an effective visual aid. (5 marks)
- (c) Analyse **FIVE** disadvantages of formal communication. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Identify **SIX** ways in which a speaker could display a positive image during a presentation. (6 marks)
- (b) Explain **FOUR** advantages of using a memorandum to convey information. (4 marks)
- (c) Summarise **FIVE** demerits of non-verbal communication. (10 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Outline **SIX** measures that could be taken into consideration in enhancing effective audio conferencing. (6 marks)
- (b) Highlight **SIX** factors that could contribute to effective team interaction. (6 marks)
- (c) Discuss **FOUR** qualities of a good decision. (8 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Identify **FOUR** ways in which internal communication flows in an organisation. (4 marks)
- (b) Most organisations are increasingly using the WhatsApp platform for sharing information.
Highlight **SIX** rules that could be put in place to govern the use of WhatsApp platforms in an organisation. (6 marks)
- (c) Discuss **FIVE** reasons why a speaker should maintain eye-contact while addressing an audience. (10 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) State **SIX** reasons why ethics in customer service is essential in an organisation. (6 marks)
- (b) List **SIX** contents of complaints analysis reports. (6 marks)
- (c) Discuss **FOUR** benefits of brand advocacy as a strategy of attracting customers. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Identify **SIX** roles of customer service in an organisation. (6 marks)
 - (b) State **FOUR** rules of effective listening that customer care agents should adhere to. (4 marks)
 - (c) Describe **FIVE** roles of artificial intelligence in enhancing customer support. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Highlight **FIVE** characteristics of successful negotiators. (5 marks)
 - (b) Outline **FIVE** activities that might be used by organisations to facilitate relationship marketing. (5 marks)
 - (c) Discuss **FIVE** ethical dilemmas that customer service teams are likely to face in organisations. (10 marks)
- (Total: 20 marks)**
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CCP FOUNDATION LEVEL

COMMUNICATION AND CUSTOMER RELATIONS

MONDAY: 4 December 2023. Afternoon Paper.

Time Allowed: 3 hours.

This paper has seven (7) questions. Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks. Do NOT write anything on this paper.

SECTION I

QUESTION ONE

- (a) Highlight **SIX** techniques that a sender could use to overcome barriers to communication. (6 marks)
- (b) Identify **FOUR** factors that could be considered while determining sections in a report that require use of visuals. (4 marks)
- (c) Explain **FIVE** functions of persuasion. (10 marks)

(Total: 20 marks)

QUESTION TWO

- (a) Identify **FIVE** functions of gestures in communication. (5 marks)
- (b) Outline **FIVE** benefits of meetings. (5 marks)
- (c) Discuss **FIVE** factors that could be put into consideration in order to build an effective team. (10 marks)

(Total: 20 marks)

QUESTION THREE

- (a) State **FIVE** characteristics of effective decision-making. (5 marks)
- (b) List **FIVE** vocal cues that could convey meaning in communication. (5 marks)
- (c) Describe **FIVE** factors that could lead to failure of committee meetings. (10 marks)

(Total: 20 marks)

QUESTION FOUR

- (a) List **FOUR** ways in which an interviewee could display etiquette during an interview. (4 marks)
- (b) Identify **SIX** advantages of communication within informal groups in an organisation. (6 marks)
- (c) Describe **FIVE** steps followed while planning for a meeting. (10 marks)

(Total: 20 marks)

SECTION II

QUESTION FIVE

- (a) Identify **SIX** situations when negotiation could be avoided. (6 marks)
- (b) Explain **THREE** techniques used to solve ethical dilemmas. (6 marks)
- (c) Describe **FOUR** methods of obtaining customer feedback. (8 marks)

(Total: 20 marks)

QUESTION SIX

- (a) State **FIVE** advantages of analysing customer feedback in an organisation. (5 marks)
 - (b) Highlight **FIVE** factors that could hinder the success of a negotiation process. (5 marks)
 - (c) Describe **FIVE** reasons why customer satisfaction surveys could fail. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) (i) In relation to communication, explain the meaning of “inbound call centres”. (2 marks)
 - (ii) Describe **FOUR** services offered by inbound call centres. (8 marks)
 - (b) Discuss **FIVE** types of difficult customers that could be encountered in customer service. (10 marks)
- (Total: 20 marks)**
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CCP FOUNDATION LEVEL

COMMUNICATION AND CUSTOMER RELATIONS

MONDAY: 21 August 2023. Afternoon Paper.

Time Allowed: 3 hours.

Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks. Do NOT write anything on this paper.

SECTION I

QUESTION ONE

- (a) State **FIVE** circumstances when written communication channels could be more appropriate than oral communication channels. (5 marks)
- (b) (i) Explain the term “effective communication”. (2 marks)
- (ii) Highlight **FIVE** guidelines for effective oral communication. (5 marks)
- (c) Analyse **FOUR** reasons why upward communication is prone to distortion. (8 marks)

(Total: 20 marks)

QUESTION TWO

- (a) Outline **FIVE** elements of a formal meeting. (5 marks)
- (b) Identify **FIVE** features of an effective group discussion. (5 marks)
- (c) Discuss **FIVE** communication techniques that could enhance assertiveness. (10 marks)

(Total: 20 marks)

QUESTION THREE

- (a) Outline **FOUR** uses of non-verbal communication. (4 marks)
- (b) Analyse **THREE** ways in which the speaker could make use of audio-visual aids when making a presentation. (6 marks)
- (c) Describe **FIVE** qualities of a good team player. (10 marks)

(Total: 20 marks)

QUESTION FOUR

- (a) Highlight **SIX** factors that are considered when choosing a communication medium. (6 marks)
- (b) State **FOUR** guidelines for drafting an effective paragraph. (4 marks)
- (c) A team undergoes various stages of development while finding a solution to a problem. Discuss the **FIVE** stages of a problem-solving process. (10 marks)

(Total: 20 marks)

SECTION II

QUESTION FIVE

- (a) Outline **FIVE** criteria used to evaluate a strong brand that enhances customer relations. (5 marks)
 - (b) Identify **FIVE** strategies which a company could apply to recover from service failure. (5 marks)
 - (c) Describe **FIVE** steps that could be followed in customer feedback collection process. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Enumerate **SIX** techniques that might be used to promote ethical values in customer service. (6 marks)
 - (b) Identify **SIX** professional standards required for credit staff. (6 marks)
 - (c) Discuss **FOUR** ways of using non-verbal communication during a negotiation process. (8 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Outline **FOUR** features of an effective negotiation process. (4 marks)
 - (b) Analyse **FOUR** challenges of implementing information technology in customer care. (8 marks)
 - (c) Discuss **FOUR** components of an effective customer complaints management process. (8 marks)
- (Total: 20 marks)**
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CCP FOUNDATION LEVEL

COMMUNICATION AND CUSTOMER RELATIONS

MONDAY: 24 April 2023. Afternoon Paper.

Time Allowed: 3 hours.

Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks. Do NOT write anything on this paper.

SECTION I

QUESTION ONE

- (a) Highlight **SIX** strategies for improving internal communication in an organisation. (6 marks)
 - (b) Outline **SIX** guidelines of overcoming barriers to cross-cultural non-verbal communication. (6 marks)
 - (c) Analyse **FOUR** causes of poor group dynamics. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) State **SIX** requirements of an effective notice of a meeting. (6 marks)
 - (b) Identify **FOUR** factors that could be considered when using a group to make decisions. (4 marks)
 - (c) Explain **FIVE** characteristics of a good sentence. (10 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Outline **FIVE** objectives of lateral communication. (5 marks)
 - (b) Highlight **FIVE** challenges encountered in the storming stage of team development. (5 marks)
 - (c) Discuss **FIVE** roles played by participants in a meeting. (10 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Summarise **FIVE** advantages of video conferencing. (5 marks)
 - (b) State **FIVE** circumstances under which oral channels of communication might be more appropriate than written communication. (5 marks)
 - (c) In the context of oral presentations, explain **FIVE** characteristics of effective feedback. (10 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Highlight **SIX** strategies that could be used to handle angry customers. (6 marks)
 - (b) Describe **FOUR** follow-up methods likely to be used by customer relationship managers. (8 marks)
 - (c) Discuss **THREE** approaches to negotiation. (6 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Outline **FOUR** features of an automated customer satisfaction information system. (4 marks)
 - (b) Identify **SIX** ethical practices in ensuring privacy of customers' data in an organisation. (6 marks)
 - (c) Explain **FIVE** ways in which internet has revolutionised customer service. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Highlight **SIX** approaches that an organisation could use to retain satisfied customers. (6 marks)
- (b) Explain **SIX** ways that could be used to measure performance of call center agents. (6 marks)
- (c) Describe **FOUR** stages of the negotiation process. (8 marks)

(Total: 20 marks)

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CCP FOUNDATION LEVEL

COMMUNICATION AND CUSTOMER RELATIONS

MONDAY: 5 December 2022. Afternoon Paper.

Time Allowed: 3 hours.

Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks. Do NOT write anything on this paper.

SECTION I

QUESTION ONE

- (a) Highlight **FOUR** advantages of oral communication. (4 marks)
- (b) (i) Define the term “credit note”. (1 mark)
- (ii) Outline **FIVE** types of information that could be included in a credit note. (5 marks)
- (c) Explain **FIVE** demerits of written communication. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Identify **FIVE** factors that could contribute to a productive meeting. (5 marks)
- (b) Summarise **FIVE** techniques which a sender could apply to improve on verbal communication. (5 marks)
- (c) Discuss **FIVE** reasons that might lead to group formation in an organisation. (10 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Outline **SIX** factors that could inhibit group decision-making. (6 marks)
- (b) List **SIX** steps that could be followed while writing a business report. (6 marks)
- (c) Describe **FOUR** classifications of noise as a barrier to effective communication. (8 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Summarise **THREE** characteristics of nonverbal communication. (6 marks)
- (b) Outline **SIX** roles of a secretary in a meeting. (6 marks)
- (c) Analyse **FOUR** ways of enhancing group decision making. (8 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Outline **FIVE** functions of management in handling customer complaints in an organisation. (5 marks)
- (b) Identify **FIVE** benefits of a customer-centered organisation. (5 marks)
- (c) Describe **FIVE** techniques that could be used to attract customers. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Identify **SIX** unethical practices in customer service. (6 marks)
 - (b) Outline **FOUR** customer care management trends an organisation could apply to gain a competitive edge. (4 marks)
 - (c) Explain **FIVE** traits of an effective negotiator. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Highlight **FOUR** techniques that an organisation could institute to increase customer satisfaction. (4 marks)
 - (b) Summarise **THREE** types of reactions during the negotiation process. (6 marks)
 - (c) Explain **FIVE** principles of a good customer service. (10 marks)
- (Total: 20 marks)**
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CCP FOUNDATION LEVEL

COMMUNICATION AND CUSTOMER RELATIONS

MONDAY: 1 August 2022. Afternoon paper.

Time Allowed: 3 hours.

Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks. Do NOT write anything on this paper.

SECTION I

QUESTION ONE

- (a) Identify six factors that could promote grapevine communication in an organisation. (6 marks)
- (a) Outline four limitations of formal communication in an organisation. (4 marks)
- (b) Examine five challenges that employees may face while using upward communication in an organisation. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Highlight ten elements of an official letter. (10 marks)
- (b) List five types of social media platforms that are used in holding video conferencing meetings. (5 marks)
- (c) Outline five components of an effective persuasive speech. (5 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Discuss five stages of the communication process. (10 marks)
- (b) Evaluate ten preparations that an interviewee could undertake before a job interview. (10 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) With reference to non-verbal communication, explain the following terms:
- (i) Tactile communication. (2 marks)
- (ii) Paralinguistic. (2 marks)
- (iii) Gesture. (2 marks)
- (iv) Proxemics. (2 marks)
- (b) Summarise seven tips that a chairman could use to effectively chair a meeting. (7 marks)
- (c) Explain five advantages of the consensus method of group decision-making. (5 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Describe seven steps followed in a negotiation process with a debtor. (7 marks)
- (b) Analyse four types of difficult customers that customer care service staff usually deal with. (8 marks)
- (c) Outline five benefits of developing long-term relationships with customers. (5 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Describe four techniques that companies could use to maintain data integrity of their customers. (8 marks)
 - (b) (i) With reference to customer relations, explain the term “value proposition”. (2 marks)
(ii) Discuss three types of value propositions. (6 marks)
 - (c) List four tips of negotiating in customer relations. (4 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Justify five reasons for the popularity of multi-channel contact centers in modern organisations. (5 marks)
 - (b) Explain five techniques that could be used to handle negative comments from customers. (5 marks)
 - (c) Assess five factors that could influence customer perception. (10 marks)
- (Total: 20 marks)**
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CCP FOUNDATION LEVEL

COMMUNICATION AND CUSTOMER RELATIONS

MONDAY: 4 April 2022. Afternoon paper.

Time Allowed: 3 hours.

Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks. Do NOT write anything on this paper.

SECTION I

QUESTION ONE

- (a) In relation to meetings:
- (i) Identify four reasons why it is important to manage time. (4 marks)
 - (ii) Highlight four ways in which the chairman could enhance time management. (4 marks)
- (b) Outline six advantages of effective internal communication in an organisation. (6 marks)
- (c) List six uses of non-verbal signals in communication. (6 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Discuss five indicators of ineffective teams. (10 marks)
- (b) Summarise five objectives of using open-ended questions in an interview. (5 marks)
- (c) Enumerate five tactics that a manager could use to improve their listening skills. (5 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Discuss four steps that a chairman of a committee could take to make a committee work effectively. (8 marks)
- (b) (i) Explain the term "advertisement". (2 marks)
- (ii) Examine five elements of effective advertisement. (10 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Enumerate five benefits of decision making. (5 marks)
- (b) Highlight five features of an agenda. (5 marks)
- (c) Summarise five techniques that could be used to enhance group dynamics. (10 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Suggest six situations that could trigger customers complaints. (6 marks)
- (b) (i) Distinguish between a "call center" and a "contact center". (4 marks)
- (ii) Analyse five benefits of establishing a contact center in an organisation. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Propose five customer relationship marketing practices that could enhance customer retention. (5 marks)
 - (b) Explain five strategies that could be employed in overcoming ethical dilemmas in customer care. (5 marks)
 - (c) Examine five techniques of dealing with opposing views during a negotiation process. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Highlight six etiquette guidelines for receiving telephone calls. (6 marks)
 - (b)
 - (i) In the context of customer relations, distinguish between “good service” and “excellent customer service”. (4 marks)
 - (ii) Evaluate five benefits of developing long-term relationships with the customers. (10 marks)
- (Total: 20 marks)**
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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)

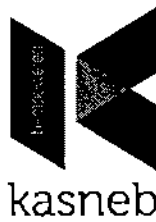
QUESTION SIX

- (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)**

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CCP FOUNDATION LEVEL

COMMUNICATION AND CUSTOMER RELATIONS

WEDNESDAY: 15 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) Explain five barriers to effective listening. (10 marks)
- (b) Analyse five ways of improving non-verbal communication skills. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Summarise four sections of a questionnaire. (4 marks)
- (b) Discuss five disadvantages of using emails in business communication. (10 marks)
- (c) Outline six sender-oriented mistakes in the communication process that could result to ineffective communication. (6 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Highlight four advantages of group decision making. (4 marks)
- (b) With reference to meetings, explain the following terms:
- (i) Teleconferencing. (2 marks)
- (ii) Video conferencing. (2 marks)
- (c) Propose six ways in which body language could be used while making a presentation. (12 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Summarise six reasons why it is important to prepare an outline before making a speech. (6 marks)
- (b) Analyse seven guidelines for writing minutes of a meeting. (14 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Describe five steps followed in handling customer complaints. (10 marks)
- (b) In the context of customer relations:
- (i) Define the term "relationship marketing". (2 marks)
- (ii) Analyse four ways in which an organisation could achieve relationship marketing. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Analyse four tools that could be used for tracking and measuring customer satisfaction. (8 marks)
- (b) Enumerate six customer loyalty breakers. (6 marks)
- (c) In the context of customer relations:
 - (i) Define the term “customer care”. (2 marks)
 - (ii) Outline four benefits of customer care to an organisation. (4 marks)

(Total: 20 marks)

QUESTION SEVEN

- (a) Analyse six principles of effective negotiation. (12 marks)
- (b) The customer is always right but this is not always the case.
Suggest four measures that one could take when dealing with a difficult customer. (8 marks)

(Total: 20 marks)

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