



**CCP FOUNDATION LEVEL**

**COMMUNICATION AND CUSTOMER RELATIONS**

**TUESDAY: 22 April 2025. Afternoon Paper.**

**Time Allowed: 3 hours.**

**This paper consists of 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 **FIVE** ways in which clarity contributes to effective communication. (5 marks)
  - (b) Explain **FIVE** key components of assertive communication. (5 marks)
  - (c) Discuss **FIVE** barriers to effective non-verbal communication. (10 marks)
- (Total: 20 marks)**

**QUESTION TWO**

- (a) Highlight **FIVE** technical problems associated with video conferencing. (5 marks)
  - (b) Identify **FIVE** ways in which non-verbal communication could enhance corporate branding. (5 marks)
  - (c) Discuss **FIVE** differences between “internal communication” and “external communication”. (10 marks)
- (Total: 20 marks)**

**QUESTION THREE**

- (a) Summarise **FOUR** benefits of building consensus when making group decisions. (4 marks)
  - (b) State **SIX** factors that an event manager could put into consideration when choosing a venue for a meeting. (6 marks)
  - (c) A newly formed team is experiencing conflict due to different work styles and communication preferences.  
Discuss **FIVE** strategies that the team leader might apply to resolve the conflicts. (10 marks)
- (Total: 20 marks)**

**QUESTION FOUR**

- (a) State **FOUR** purposes of an executive summary in a report. (4 marks)
  - (b) Highlight **SIX** objectives of interviews during employee hiring process. (6 marks)
  - (c) Justify **FIVE** reasons for setting clear objectives when holding group discussions. (10 marks)
- (Total: 20 marks)**

**SECTION II**

**QUESTION FIVE**

- (a) Highlight **FOUR** problem solving techniques employed in customer care. (4 marks)
  - (b) Explain **SIX** benefits that could accrue to an organisation for maintaining strong customer relationships. (6 marks)
  - (c) Describe **FIVE** common characteristics displayed by difficult customers. (10 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) Identify **FIVE** ways in which technology has influenced customer behaviour. (5 marks)
  - (b) Explain **FIVE** challenges faced by call center agents in service delivery. (5 marks)
  - (c) Describe **FIVE** ethical responsibilities of credit staff in customer relations. (10 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) Describe **FIVE** stages of the negotiation process. (10 marks)
  - (b) Assess **FIVE** methods of obtaining customer feedback. (10 marks)
- (Total: 20 marks)**
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**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)**

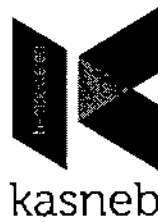
**QUESTION SIX**

- (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)**
- .....