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| **KNOWLEDGE TEST** | |
| Qualification | 103150 OC: Retail chain store manager |
| Knowledge module | KM02 Concepts and principles of communication |

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| Learner surname |  |
| Learner full names |  |
| Learner ID number |  |
| Date |  |

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| Total possible marks | 225 | Minimum marks required | 180 (80%) |

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| **INTERNAL ASSESSMENT CRITERIA** | **QUESTION** | **GUIDELINES FOR ANSWER** | | **MARKS** |
| KM02 IAC0101 | 1. Explain what communication is. |  | | 3 |
| KM02 IAC0101 | 1. Explain the steps in the communication process. |  | | 15 |
| KM02 IAC0102 | 1. Explain what verbal communication is. Give two examples of how verbal communication is transferred |  | | 3 |
| KM02 IAC0102 | 1. Explain what non-verbal communication is. Give two examples |  | | 3 |
| KM02 IAC0103 | 1. List and explain three types (models) of communication and explain the purpose of each |  | | 6 |
| KM02 IAC0104 | 1. List and explain 5 barriers to communication. Give one suggestion for overcoming each barrier | |  | 15 |
| KM02 IAC0105 | 1. Describe the lines of communication in a retail chain store organisation | |  | 6 |
| KM02 IAC0106 | 1. List and describe 3 strategies for internal communication in a retail chain store organisation | |  | 6 |
| KM02 IAC0106 | 1. List 5 types of external communication for a retail chain store organisation | |  | 5 |
| KM02 IAC0108 | 1. Describe the consequence of poor communication. | |  | 8 |
| KM02 IAC0201 | 1. Describe 5 principles of sound business correspondence | |  | 10 |
| KM02 IAC0202 | 1. Explain the advantages of e-mail communication | |  | 10 |
| KM02 IAC0202 | 1. Describe the disadvantages of e-mail communication | |  | 10 |
| KM02 IAC0202 | 1. Describe the requirements for the format of e-mail | |  | 4 |
| KM02 IAC0203 | 1. Describe the principles of managing e-mails | |  | 5 |
| KM02 IAC0204 | 1. Describe the consequences of poor INTERNAL business correspondence | |  | 4 |
| KM02 IAC0204 | 1. Describe the consequences of poor EXTERNAL communication for 3 types of external communication | |  | 6 |
| KM02 IAC0204 | 1. Describe the consequences of poor reports | |  | 8 |
| KM02 IAC0205 | 1. Describe the principles of report writing | |  | 10 |
| KM02 IAC0301 | 1. Describe the structure of the different types of meetings | |  | 12 |
| KM02 IAC0302 | 1. Describe the procedures for running a meeting | |  | 10 |
| KM02 IAC0303 | 1. Describe the layout of an agenda, by giving an example of a agenda | |  | 15 |
| KM02 IAC0305 | 1. Describe how you can manage the following during meetings:  * Quiet people * Disruptive people * Arguments | |  | 20 |
| KM02 IAC0306 | 1. Describe the consequences of poor meeting management | |  | 5 |
| KM02 IAC0401 | 1. Discuss the principles of effective verbal communication to staff by discussing downwards communication with examples of what should be communicated and what is important | |  | 10 |
| KM02 IAC0402 | 1. Discuss the principles of effective verbal communication to customers | |  | 6 |
| KM02 IAC0403 | 1. Discuss the principles of communication with senior management | |  | 10 |