higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CLIENT SERVICE AND HUMAN RELATIONS
NQF LEVEL 4

(11011024)

15 November 2024 (X-paper)
09:00–12:00

This question paper consists of 10 pages.

193Q1N2415

Copyright reserved

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
CLIENT SERVICE AND HUMAN RELATIONS
NQF LEVEL 4
TIME: 3 HOURS
MARKS: 200

INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
2. Read all the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Use only a black or blue pen.
5. Write neatly and legibly.

Copyright reserved

QUESTION 1

1.1 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number: (1.1.1–1.1.10) in the ANSWER BOOK.

1.1.1 It ensures that learnerships and other training and development are put in place, and that they are well funded.

A Health and Safety Act
B Skills Development Act
C Employment Equity Act
D Basic Conditions of Employment Act

1.1.2 A solution to a lack of motivation in the workplace:

A Provide formal training
B Provide expensive furniture
C Allow employees time to spend on social media
D Improve work policies and procedures

1.1.3 A more formal relationship between a service provider and the client is called …

A interpersonal.
B professional.
C intrapersonal.
D extra personal.

1.1.4 Marketing professionals can use … to understand the behaviour of their consumers and how it affects their decision to buy products and services.

A marketing groups
B professional groups
C worker's groups
D reference groups

1.1.5 'Being needs' such as personal growth, which are achieved through the fulfilment of our full potential are called …

A safety needs.
B biological needs.
C self-actualisation needs.
D social needs.

Copyright reserved

1.1.6 The purpose of an exit account survey is to…

A determine how happy or unhappy a customer is.
B determine why the customer is leaving the business.
C determine whether there is a demand for new products.
D assess staff to determine whether they are competent enough to be promoted.

1.1.7 The importance of promoting the products and services of an organisation is to …

A buy new products.
B outshine other competitors.
C get the attention of local suppliers.
D attract the attention of NGO's.

1.1.8 … is an example of a product/service in the tourism and hospitality industry.

A Concierge
B Advertisement
C Moving media
D Health care

1.1.9 The importance of identifying hazards in the workplace is to …

A boost efficiency.
B boost sales.
C promote recovery.
D promote the products.

1.1.10 A measure of heart rate or the number of times the heart beats per minute is called …

A speed.
B pace.
C pus.
D pulse.

(10 × 1) (10)

1.2 Explain why untrained first aiders are regarded as high risk in an emergency environment. (7 × 1) (7)

1.3 Explain in detail the key roles of trained personnel in the management of a patient in an emergency. (6 × 1) (6)

1.4 Recommend SIX procedures to be followed in the event of a bomb threat in the workplace. (6 × 1) (6)

1.5 Name the TWO types of surveys that should be performed in an emergency scene. (2 × 1) (2)

Copyright reserved

1.6 Write the acronym, CPR, in full. (3)

1.7 Why is it important to conduct a review at the end of a training programme? (6 × 1) (6)

[40]

QUESTION 2

2.1 Redraw and complete the table below to explain the do's and don'ts regarding third-degree burns.

DOS	DON'TS
(6)	(5)

(11)

2.2 Write down FOUR steps to follow when assisting a patient who is about to faint. (4 × 1) (4)

2.3 Identify EIGHT instances in which an emergency service should be called. (8 × 1) (8)

2.4 Name the equipment needed to perform the following functions:

2.4.1 To immobilise fractures and dislocations.

2.4.2 To protect hands from the risk of infection.

2.4.3 For putting out small fires in the kitchen.

2.4.4 To compress swollen soft-tissue injuries.

(4 × 1) (4)

2.5 Identify the basic needs and requirements of clients in each of the following statements by writing the answer next to the question number (2.5.1 – 2.5.7) in the ANSWER BOOK. PAGE 73

2.5.1 Clients tell one what they want when they visit an organisation.

2.5.2 Clients expect you to greet them before they greet you.

2.5.3 Clients need to be given choices and alternatives to make accurate decisions.

2.5.4 Small gifts such as pens and candies are given to clients at the end of the service rendered.

2.5.5 Greet clients by their names.

2.5.6 Provide healthy meals to clients

2.5.7 The way clients feel when they deal with the organisation daily.

(7 × 1) (7)

Copyright reserved

2.6 Explain when it should be appropriate to refer client complaints to the relevant personnel. (6 × 1) (6)

[40]

QUESTION 3

3.1 Give ONE word or term for each of the following descriptions. Write only the answer next to the question number (3.1.1–3.1.5) in the ANSWER BOOK.

3.1.1 An action of teaching employees about certain tasks to help them improve their performance or knowledge.

3.1.2 It refers to the net income of a business for the reporting period.

3.1.3 Anything that an organisation needs to produce value.

3.1.4 Problems that get in the way when employees are carrying out their daily tasks.

3.1.5 A procedure where an employee observes and analyses his/her work to improve.

(5 × 1) (5)

3.2 Explain how employees benefit from receiving feedback from the manager after a particular training that took place. (7 × 1) (7)

3.3 Redraw the table and categorise the terms given below in the applicable columns.

recession; creation of self-help resources; training needs; changes in company policies; hosting annual off-site meetings to build teamwork; poorly branded items; retrenchments; completing sophisticated contracts with speed; finding a training programme that allows employees to develop new skills; pandemic diseases such as COVID-19

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
(2)	(2)	(2)	(4)

(10)

3.4 The following steps should be followed when discussing the root cause of poor performance. Re-write the steps below in the correct order/format.

1. Allow the employees to commit themselves to the actions that will be taken to resolve their problems.
2. Agree on a timeframe for improvement.
3. Identify the problem.
4. Inform the employee of what the manager will do to assist in the process.
5. Evaluate the employee's reason for the problem.
6. Identify the cause of the problem.
7. Do follow-ups and monitor the employees' progress.
8. Ask the employee what the cause of the problem is. (8 × 1) (8)

3.5 Explain the purpose of the paper-and-pen test at the end of a training programme. (2 × 1) (2)

3.6 Clients who give negative feedback should be highly valued in any organisation.

Sunstantiate this statement by providing EIGHT reasons. (8 × 1) (8)
[40]

QUESTION 4

4.1 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (4.1.1–4.1.5) in the ANSWER BOOK.

4.1.1 Antiseptic preparation and home-made remedies should never be used when treating second-degree burns.

4.1.2 Second-degree burns are very serious, as they can penetrate to the last layer of the skin.

4.1.3 The purpose of advertising is to persuade customers to inform other customers about the stock that is running out.

4.1.4 To ensure long-term satisfaction, the salesperson should identify the customers' needs and suggest a product that will meet their needs.

4.1.5 The flexibility of a medium refers to that medium lasting a long time.
(5 × 1) (5)

4.2 What is the result of delivering inferior service to clients? (7 × 1) (7)

4.3 Discuss the use of radio to promote an organisation's products and services under the following headings.

4.3.1 Advantages (5 × 1) (5)

4.3.2 Disadvantages (5 × 1) (5)

4.4 Suggest SIX factors that organisations can implement to maintain a professional relationship. (6 × 1) (6)

4.5 Lerato has a helpful and bubbly personality. She dreams of working in a people-centered industry since she believes that she has strong interpersonal skills.

Explain why Lerato is a suitable candidate to work in the tourism and hospitality industry. (6 × 1) (6)

Copyright reserved

4.6 Choose ONE department from the list below for each of the descriptions that follow and write the department next to the question number (4.6.1 – 4.6.6) in the ANSWER BOOK.

front of house; human resources; finance; marketing; housekeeping

Departments can be used more than once.

4.6.1 Poor service offered due to unqualified staff.

4.6.2 Incorrect methods used to promote products and services.

4.6.3 Auditors are unable to obtain the records of the purchases and sales made by the organisation.

4.6.4 Rugs and carpets in the guest rooms are not taken care of.

4.6.5 Poor reception of guests in the hotel.

4.6.6 Bookings and reservations are managed incorrectly.

(6 × 1) (6)
[40]

QUESTION 5

5.1 Choose the correct word or words from those in brackets and write it next to the question number (5.1.1–5.1.10) in the ANSWER BOOK.

5.1.1 The prevalent causes of a puncture include nails and (fish bites/fishhooks).

5.1.2 It is important to keep the airway open (after/before) performing CPR to prevent unnecessary deaths.

5.1.3 The term (golden/platinum) hour in first aid is commonly used to characterise the urgent need for the care of trauma patients.

5.1.4 Unconscious patients should be placed in the recovery position to prevent any vomit from (shocking/choking) them.

5.1.5 In a primary survey, the first aider should evaluate the casualty's breathing by looking, listening, and feeling for (10 seconds/10 minutes).

5.1.6 A survey is a/an (informal/formal) way of communicating with clients.

Copyright reserved

5.1.7 A survey is a/an (informal/formal) way of communicating with clients.

5.1.8 In the tourism and hospitality industry clients are concerned about the (quality/quantity) of services they are paying for.

5.1.9 To turn one's head from side to side in communication is a way of showing (refusal/acceptance).

5.1.10 Becoming too familiar with clients in a business setup may lead to (good/bad) publicity.

Some companies discourage the use of questionnaires when collecting data from clients because they lack (anonymity/flexibility).

(10 × 1) (10)

5.2 Recommend FIVE strategies that organisations can use to improve the procedures for handling client complaints. (5 × 1) (5)

5.3 Define the term, *sales promotions.* (2 × 1) (2)

5.4 Interpret the following gestures:

5.4.1 Waving a hand.

5.4.2 A raised finger to the lips.

5.4.3 Thumbs down.

5.4.4 Flattened right hand raised to the brow.

5.4.5 Rubbing the palms of one's hands together.

(5 × 1) (5)

5.5 Categorise the behaviours/practices given in the block below under the headings in the table that follows.

no tight-fitting clothing; consume only halal food; greet with a firm handshake; men walk in front of women to protect them; talk in a well-modulated tone of voice; men and women don't greet each other in public; greet men first and the women; standing is a sign of respect to a superior; mixed religion; sitting is a sign of respect to a superior; concerned about the nuclear family; women wear saris; fasting during the season of Ramadan

AFRICAN CULTURE	MUSLIM CULTURE	WESTERN CULTURE
5.5.1 (4)	5.5.2 (5)	5.5.3 (4)

(13)

5.6 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–I) next to the question number (5.6.1–5.6.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
5.6.1	A schedule of events including destinations to be visited at specified times and means of transport to move between those destinations	A	listening skills
5.6.2	An employee is given a chance to examine his/her strengths and weaknesses	B	business travel
5.6.3	They contribute to one's ability to accurately receive information when communicating with others	C	teamwork
5.6.4	The collaborative effort of a group to achieve a common goal	D	self-appraisal
5.6.5	An ongoing and regular visitation to various locations to provide a service with remote teams	E	itinerary
		F	group dynamics
		G	reasoning skills
		H	travel destinations
		I	event travel

(5 × 1) (5)
[40]

TOTAL: 200

Copyright reserved