higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

CLIENT SERVICE AND HUMAN RELATIONS
NQF LEVEL 3

18 February 2025

This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1

1.1 G
1.2 M
1.3 L
1.4 B
1.5 A
1.6 K
1.7 E
1.8 F
1.9 D
1.10 C

(10 × 1) **[10]**

QUESTION 2

2.1 C
2.2 B
2.3 B
2.4 D
2.5 C
2.6 C
2.7 A
2.8 C
2.9 A
2.10 D

(10 × 1) **[10]**

QUESTION 3

3.1 False
3.2 True
3.3 False
3.4 False
3.5 True
3.6 True
3.7 False
3.8 False
3.9 True
3.10 False

(10 × 1) **[10]**

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QUESTION 4

4.1 Activity logs
4.2 Outputs
4.3 Support structures
4.4 Personal goal setting
4.5 Set priorities
4.6 Action plan
4.7 Accountability
4.8 Contingency plan
4.9 Resources
4.10 Productivity

(10 × 1) **[10]**

TOTAL SECTION A: 40

SECTION B

QUESTION 5

5.1 5.1.1 Work-life balance: Refers to finding the right balance between work and personal time.

5.1.2 Physical activity: Involves making time for regular exercise or physical activity.

(2 × 2) (4)

5.2
- Issues around food that is served without considering a specific culture e.g. halal/kosher
- The use of body language e.g. maintaining or avoidance of eye contact.
- Issues around time e.g. arriving late for a meeting
- Religious practice e.g. when shops close for prayer, clients may get angry
- Inappropriate greetings e.g. a kiss on the cheeks, handshakes
- Addressing and behaving around elders e.g. sitting on a chair while an elderly person is standing. (Any 3 × 2) (6)

5.3
- To make sure that their expectations are prepared and met in accordance with their needs.
- To set a long-lasting impression.
- To avoid disappointments and delays of services.
- To make sure that longer relationships are built between clients and the business.
- To fight competition
- To build customer loyalty (Any 3 × 2) (6)

5.4
- Legal rights
- Moral rights
- Human rights (3)

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5.5 5.5.1 Goal setting helps you to choose where you want to go in life.

OR

Goal setting as a time management technique helps you identify and prioritise your most important ambitions. (2)

5.5.2
- Specific
- Measurable
- Attainable
- Realistic
- Time frame (5)

5.6
- Use an appointment calendar
- Make and use a to-do list every day
- Set priorities
- Determine the best use of time regularly and do such tasks immediately
- Schedule time for breaks
- Make time to take care of yourself: sleep, exercise, and eat nutritious food to help you stay alert
- Learn to say no or later (Any 4 × 1) (4)

[30]

QUESTION 6

6.1 6.1.1 Skills Development Act (2)

6.1.2
- To provide skills development strategies that are flexible, accessible, decentralised, led by demand and based on partnership between public and private sectors.
- It attempts to improve incompetence of workforce in the country and achieve higher levels of productivity and competency.

(2 × 2) (4)

6.1.3 Learnership (2)

6.2
- The right to life
- The right to education
- The right to freedom of speech
- The right to fair labour practices
- The right to privacy
- Political rights
- Freedom of religion, belief and opinion
- The right to equality
- The right to human dignity
- The right to assembly, picket, demonstration (Any 3 × 1) (3)

6.3 6.3.1 (a) Deco − can be used to portray the image of the company.

(b) Clothing – can be used to show a level of professionalism✓✓ to create a certain impression., used to portray the personality of a person, as a dress code for the organisation.

(c) Colour – can be used for different purposes, such as for filling and organising office files;✓✓ representing the image of the company, and sending certain information.

(3 × 2) (6)

6.3.2
- Local clients✓ − clients that come from the same area where the business is situated. ✓
- Domestic clients✓ − clients that come from another province and visit another province.✓
- Neighbouring clients✓ − clients that come from countries that share a border with South Africa.✓
- International clients✓ − clients that come from overseas.✓

(4 × 2) (8)

6.3.3
- German – Bitte
- Spanish – Por favor (2 × 2) (4)

6.4
- Sepedi
- Xitsonga
- Tshivenda (Any ONE) (1)

[30]

QUESTION 7

7.1 7.1.1 Refers to people or groups that make up a framework that gives you strength and encourages you.

7.1.2 Activities that require immediate attention without delay.

7.1.3 The status given to a legal member of the country.

7.1.4 The country that is free from apartheid practices e.g. they elect their political representatives and the citizens participate in making public decisions.

7.1.5 A set of rights in the SA constitution.

(5 × 2) (10)

7.2
- Human dignity
- Equality
- Non-racialism
- Non-sexism
- Supremacy (Any 4 × 1) (4)

7.3
- Concentrate on similarities between people rather than differences.
- Make a conscious effort to gain factual knowledge of other cultures.
- Know who you are talking to and adapt your style and tone of voice accordingly.
- Realise that other cultures are different but not inferior to your own.
- Ask questions to find out if you have been understood correctly
- Pay attention to cultural meanings that may differ.
- Listen attentively.
- Show respect. (Any 4 × 2) (8)

7.4
- Greet your guest with a smile
- Have a firm handshake
- Establish connection with good eye contact
- Greet your guest verbally and introduce yourself
- Call your guest by their first name
- Read the body language and learn to control yours
- Offer help and check if there is anything else you can do (Any 4 × 2) (8)

7.5
- A – vertical communication✓ − communication that occurs between different power levels.✓✓ Or from management down to employees and from employees up to management in the organisational hierarchy.
- B – horizontal communication✓ − communication that occurs between the same power levels.✓✓ (1 mark for naming and 2 marks for explanation) (6)

7.6 Clients can:
- leave without causing a scene, but never come back
- spread a bad experience and warn others not to use the products and services.
- expose the business by writing a bad review (Any 2 × 2) (4)

[40]

QUESTION 8

8.1 8.1.1
- Bomb threats
- Hijacking
- Armed robbery
- Riots
- Strike
- Mass action (Any 4 × 1) (4)

8.1.2
- Life-threatening situations can result
- Goods and documents can be stolen
- Fraud can be committed
- Costs of replacements for damages and stolen goods may be incurred
- Income and profit will be lost
- Can damage the image of the business
- Clients will lose surety for their safety (Any 5 × 1) (5)

8.2
- Clients are a source of revenue because the company can make money if clients buy products and services offered.
- Any business can pay expenses such as electricity, and salaries when it is making money paid by clients.
- When the company does not generate enough profit from clients the company may fall apart or close down
- The business improvements and growth depend on revenue made from clients.
- Businesses will lack upgrades and clients will visit competitors.
- Employees will be dissatisfied, demotivated and results in high staff turnover.

(Any 5 × 2) (10)

8.3 8.3.1
- Organise a translator/interpreter
- Attend a short course and learn the language basics
- Use Google translator to familiarise yourself with the language

(3 × 2) (6)

8.3.2
- Apologise
- Give an explanation
- Set things right (3)

8.3.3
- Thank the customers for bringing the matter to your attention.
- The manager can go and check if the guests' problems have been sorted.
- Let the guest know that you will make sure that they do not experience the same problem in future. (3 × 2) (6)

8.4
- Good food
- Friendly service
- Fast service
- Knowledgeable assistance
- Value for money
- Enjoyment and relaxation. (6)

[40]

TOTAL SECTION B: 140
GRAND TOTAL: 180

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