higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

CLIENT SERVICE AND HUMAN RELATIONS
NQF LEVEL 4

15 November 2024

This marking guideline consists of 8 pages.

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QUESTION 1

1.1
1.1.1 B✓
1.1.2 D✓
1.1.3 B✓
1.1.4 D✓
1.1.5 C✓
1.1.6 A✓
1.1.7 B✓
1.1.8 A✓
1.1.9 A✓
1.1.10 D✓

(10 × 1) (10)

1.2
- They do not have the legal responsibility to perform first aid.✓
- Due to the lack of experience, unnecessary deaths may occur.✓
- They may not be able to make accurate decisions.✓
- They may cause more damage/injuries.✓
- They might collect irrelevant information about the casualty.✓
- They may call for incorrect backup.✓
- They may easily contract diseases.✓
- They do not know the correct procedure to follow in an emergency environment.✓ (Any 7 × 1) (7)

1.3
- To take charge✓of the situation.
- To assess✓ the situation.
- To diagnose the condition or disease✓ of a patient.
- To ensure the safety✓of themselves and the patients.
- To offer appropriate care/treatment.✓
- To calm the patient.✓
- To prevent infections✓ between them and patients.
- To make transport arrangement✓ for the patients to be transported to hospital. (Any 6 × 1) (6)

1.4
- Remain calm/do not panic.✓
- Do not replace the receiver.✓
- Appeal to the caller by stating the risk of such an act.✓
- Don’t transfer the call because the connection might be broken.✓
- Attract the attention of someone who can notify the relevant authorities while you are talking.✓
- Record what the caller says.✓
- Ask the caller questions set out on the bomb threat checklist.✓
- Do not interrupt the caller.✓
- Turn off all portable devices such as radios and cell phones.✓
- Keep the caller talking.✓
- Obtain relevant information from the caller.✓ (Any 6 × 1) (6)

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1.5
- Primary survey✓
- Secondary survey✓ (2)

1.6
- Cardio✓
- Pulmonary✓
- Resuscitation ✓ (3)

1.7
- To compare the training objectives,✓ to determine whether the training objectives have been met.✓
- To determine the effectiveness✓ of the training.
- The company invests in the training, therefore, it needs to know what the return on its investment is.✓
- It reinforces the training received✓and monitors the post evaluation training performance of the staff.✓
- It builds the credibility✓ of the training programme. (Any 6 × 1) (6)

[40]

QUESTION 2

2.1

DOS	DON'TS
• Apply a clean cloth to the burned area after it has been cooled.✓ • Elevate burned limbs.✓ • Keep the airway open when the face is burned.✓ • Patients with burned faces should be allowed to sit up.✓ • Give patient sips of water to drink.✓ • Seek medical help.✓ (6)	• Never allow the patient to walk.✓ • Never allow ice or water in the wound.✓ • Never use any ointment.✓ • Never remove clothing that is stuck to the skin.✓ • Never peel away blisters.✓ (5)

(11)

2.2
- Let the patient lie down.✓
- Raise the feet.✓
- Loosen tight clothing.✓
- Maintain an open air.✓ (4)

2.3
- Severe bleeding✓
- Unconsciousness✓
- Poisonous fumes✓
- Abdominal pains✓
- Head injuries✓
- Breathing problems✓
- Fractures✓
- Fires✓
- Floods✓
- Car accidents✓ (Any 8 × 1) (8)

2.4 2.4.1 Triangular bandage✓
2.4.2 Latex gloves✓
2.4.3 Fire blanket✓
2.4.4 Bandages✓
(4 × 1) (4)

2.5 2.5.1 Identifying needs✓
2.5.2 To feel important✓
2.5.3 To feel in control✓
2.5.4 To feel appreciated✓
2.5.5 To be recognised✓
2.5.6 To feel safe and secure✓
2.5.7 Emotional needs✓
(7 × 1) (7)

2.6
- When the client requests to be referred.✓
- When a staff member is unable to resolve the complaint.✓
- When the staff member does not have the authority to make decisions regarding the complaint.✓
- When the staff member does not have the knowledge or skill to deal with the problem.✓
- When the staff member does not understand the complaint.✓
- When there is a misunderstanding between the staff member and the client.✓ (6 × 1) (6)

[40]

QUESTION 3

3.1 3.1.1 Training✓
3.1.2 Bottom line✓
3.1.3 Resources✓
3.1.4 Performance problems or issues/constraints/individual constraints✓
3.1.5 Self-evaluation/self-assessment✓ (5 × 1) (5)

3.2
- They will be able to evaluate their progress.✓
- They will feel motivated to learn further.✓
- Their willingness to participate in the training programme will increase.✓
- Their confidence levels will be boosted.✓
- It will encourage them to take corrective measures positively.✓
- They will be courageous to practice or implement what they have learned.✓
- They will know how they have performed.✓
- They will enjoy doing the work they know better.✓
- They will grow and make good progress.✓ (Any 7 × 1) (7)

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3.3

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
• Creation of self-help resources✓ • Completing sophisticated contracts with speed✓ (2)	• Training needs✓ • Poorly branded items✓ (2)	• Finding a training programme that allows employees to develop new skills.✓ • Host annual off-site meetings to build teamwork✓ (2)	• Recession✓ • Changes in company policies✓ • Retrenchments✓ • Pandemic diseases such as COVID-19✓ (4)

(10)

3.4

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

3.5

- To determine how much information is retained by the participants.✓
- To determine the skills developed.✓
- To determine the change in attitude in the desired direction. ✓ (Any 2 × 1) (2)

3.6

- It enables the business to learn from its mistakes and make improvements.✓
- When improvements are made, clients will be satisfied.✓
- A complaint ignored is a customer lost forever.✓
- Losing customers indirectly impact on the profitability of the organisation.✓
- Loss of profit might lead to loss of employment.✓
- Customer complaints assist management to determine where the problem originated.✓
- Client complaints assist management to keep in touch with new trends and developments.✓
- It helps the organisation to stay ahead of the competition.✓
- It ensures excellent service.✓ (Any 8 × 1) (8)

[40]

QUESTION 4

4.1 4.1.1 True✓
4.1.2 False ✓
4.1.3 False✓
4.1.4 True✓
4.1.5 False✓

(5 × 1) (5)

4.2
- Competitors will capitalise on the business' weakness to improve their own businesses by attracting more clients.✓
- The business will receive increased complaints and dissatisfaction.✓
- It leads to bad public image.✓
- Staff will be unhappy✓ to know that they were unable to offer excellent services to their clients.
- It leads to financial weakness of the business.✓
- Clients will not recommend the business to other clients.✓
- There will be a decline in sales.✓
- Clients will go elsewhere.✓
- Staff will lose employment.✓ (Any 7 × 1) (7)

4.3 4.3.1
- It reaches a large audience.✓
- No literacy is required.✓
- It can be targeted to a specific group.✓
- It is a personal medium.✓
- It is influential to habitual listeners.✓
- It is more cost effective.✓
- It is flexible.✓ (Any 5 × 1) (5)

4.3.2
- It is susceptible to interference.✓
- No visual illustrations.✓
- It is difficult to measure its effectiveness.✓
- The background medium can be noisy.✓
- Difficult to pay attention when listening while doing other activities.✓
- No control over timing.✓
- Limited interactivity.✓ (Any 5 × 1) (5)

4.4
- Confidentiality✓
- Accuracy✓
- Positive attitude✓
- Efficiency ✓
- Politeness✓
- Product knowledge✓
- Loyalty✓ (Any 6 × 1) (6)

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4.5
- Her interpersonal skills will foster productivity✓
- She will work harmoniously with other staff and clients✓
- She can be trusted✓
- Her helpful and bubbly personality will improve customer satisfaction.✓
- She can negotiate well with clients✓
- She can easily work in a team✓
- She can evaluate and accept additional responsibilities.✓
- She can be an effective leader✓
- She can respond appropriately to conflict✓ (Any 6 × 1) (6)

4.6
4.6.1 Human resources✓
4.6.2 Marketing✓
4.6.3 Finance ✓
4.6.4 Housekeeping✓
4.6.5 Front of house✓
4.6.6 Front of house✓

(6 × 1) (6)
[40]

QUESTION 5

5.1
5.1.1 Fishhooks✓
5.1.2 Before ✓
5.1.3 Golden✓
5.1.4 Choking✓
5.1.5 10 seconds✓
5.1.6 Formal✓
5.1.7 Quality✓
5.1.8 Refusal✓
5.1.9 Bad✓
5.1.10 Flexibility✓

(10 × 1) (10)

5.2
- Motivate staff to excel in service delivery.✓
- Ensure that there is a logical procedure for handling complaints.✓
- Find solutions to any problems that the client might have.✓
- Give feedback to clients and management.✓
- Keep promises/commitment made to the client.✓
- Ensure that the staff understand the procedures.✓
- Check whether the procedure is user friendly.✓
- Conduct meetings with staff to access other suggestions.✓
- Set up a dedicated department to handle complaints.✓ (Any 5 × 1) (5)

5.3 It is a marketing strategy where a business uses short-term activities✓ to boost sales at periods of peak demand✓. (2 × 1) (2)

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5.4 5.4.1 Hello/goodbye✓
5.4.2 Be quiet/keep quiet✓
5.4.3 Disapproval/disagreement ✓
5.4.4 Salutation/acknowledgement/respect✓
5.4.5 Expectation/feeling cold/excitement ✓

(5 × 1) (5)

5.5

AFRICAN CULTURE	MUSLIM CULTURE	WESTERN CULTURE
5.5.1 • Sitting is a sign of respect to a superior✓ • Mixed religion✓ • Greet men first and then women.✓ • Men walk in front of women to protect them.✓ (4)	5.5.2 • Fasting during the season of Ramadan. • Women wear saris.✓ • Men and women don't greet each other in public.✓ • No tight fitting clothing.✓ • Consume only halal food.✓ (5)	5.1.3 • Concerned about the nuclear family.✓ • Standing is a sign of respect to a superior✓ • Talk in a well-modulated tone of voice.✓ • Greet with a firm handshake.✓ (4)

(13)

5.6 5.6.1 E✓
5.6.2 D✓
5.6.3 A✓
5.6.4 C✓
5.6.5 B✓

(5 × 1) (5)
[40]

TOTAL: 200

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