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

10 November 2022

This marking guideline consists of 10 pages.

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QUESTION 1

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

(10 × 1) (10)

1.2 1.2.1
- These are deeper burns✓ that penetrate to the second layer of the skin✓. (2)

1.2.2
- Red skin
- Mottled skin
- Wet skin due to escaping plasma
- Blisters on the skin (Any 3 × 1) (3)

1.2.3
- Deep sunburn
- Hot liquids
- Flash burns from burning liquids (3)

1.2.4
- Do not open blisters.
- Never use antiseptic preparation,✓ ointment,✓ spray or home-made remedy.✓ (Any 2 × 1)
- Never put pressure on burnt areas.
- Never remove loose skin. (5 × 1) (5)

1.3

	LACERATIONS	FRACTURES
Common cause	(1.3.1) • Splinters • Pins • Nails • Knives • Bullets • Ice picks • Fishhooks • Scissors (Any 2 × 1) (2)	(1.3.2) • Fall from height • Motor vehicle injury • Direct blow/direct hit or kick • Child abuse • Running – repetitive forces (Any 2 × 1) (2)
Treatment	(1.3.4) • Stop the bleeding by applying firm pressure. • Clean the wound	(1.3.5) • Stop any bleeding.✓ • Apply pressure to the wound with a sterile bandage/clean

(10)

	with mild soap and water/alcohol free wipe/antiseptic. • Apply a healing ointment. • Dress/cover the wound with gauze/plaster/first aid tape/bandage. • Deeper cuts may need stitches to stop bleeding and reduce scarring. (Any 3 × 1) (3)	cloth/clean piece of clothing.✓ • Immobilise the injured area✓ by using e.g., - Splints to stop the movement of the broken limb. - Braces to support the bone. - Plaster cast to provide support the bone. - Surgically inserted metal rods/plates. ✓(Any 1 treatment used to immobilise) • Apply ice packs to reduce the swelling.✓ • Treat for shock.✓ (Any 3 × 1) (3)

1.4
- A plan can be drawn up to minimise the hazards.
- The organisation can take steps to remove the hazards.
- Staff members can be trained to deal with the hazards.
- Injuries will be reduced.
- It minimises costs caused by staff being injured on duty.
- It improves efficiency. (Any 2 × 1) (2)

1.5
- It is important to check the itinerary to ensure that there are no changes that need to be communicated to the guest.
- Check that everything is according to the guest's requests.
- Check the time of arrival so that the guests can be welcomed and assured that all arrangements have been made.
- Checking all the arrangements will make sure that guests are treated with the best service levels.
- The guests will feel well looked after and safe.
- Checking will eliminate any mistakes that can be prevented before the guest arrives.
- Checking allows the hotel to be well prepared and awaiting the arrival of the guests. (Any 5 × 1) (5)

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QUESTION 2

2.1
2.1.1 True
2.1.2 True
2.1.3 False
2.1.4 False
2.1.5 True
2.1.6 True
2.1.7 False
2.1.8 True
2.1.9 True
2.1.10 False

(10 × 1) (10)

2.2
2.2.1 Avoid catching contagious diseases.
2.2.2 A blocked airway may lead to death/to enable breathing.
2.2.3 Reduce the risk of infection.
2.2.4 Prevent further injuries or damage.
2.2.5 It prevents further exposure and it protects the skin from abrasive clothing.

(5 × 1) (5)

2.3.1
- Cool/cold, clammy skin (1)
- Pale skin
- Bluish tinge to lips or fingernails
- Rapid pulse
- Rapid/shallow breathing
- Nausea/vomiting
- Enlarged pupils
- Weakness/fatigue (Any 1 × 1)

2.3.2
- Lay the patient on his/her back.
- Elevate the patients' feet
- Maintain an open airway
- Control any obvious bleeding
- Maintain body temperature
- Avoid rough or excessive handling (Any 5 × 1) (5)

2.4
- Emergency personnel will be able to diagnose the patient correctly. They will not repeat unnecessary evaluation or treatment.
- They will be able to give the best possible care.
- They will be warned about any conditions that may further affect the patient.
- It will save a life.
- It prevents further injuries.
- It limits possible damage.
- Emergency personnel will be able to respond appropriately, timeously and adequately.
- They will be able to make accurate decisions. (Any 5 × 1) (5)

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2.5.1
- Use the hotels website✓
- Social media platforms/online✓
- Distribute brochures✓
- Adverts on television/in magazines/in newspapers✓
- Loyalty programmes – e-mail/WhatsApp to guests who have visited the hotel✓
- Run regular special offers✓ on the various platforms
- Invite guests to product launches.✓
- Personal selling/promoting✓
- Use billboards/electronic boards✓ (Any 4 × 1) (4)

2.5.2
- So that the hotel can generate income.
- To create customer awareness/product knowledge.
- To build trust/loyalty with potential customers.
- To show customers that the hotel has the best options.
- To stand out amongst competitors.
- Builds the brand of the hotel/more visible to customers. (Any 3 × 1) (3)

2.5.3
- Cruises
- Food and beverages
- Entertainment
- Accommodation
- Concierge
- Game drives
- Tour arrangements
- Babysitting
- Fitness centres
- Transportation
- Valet
- Excursions
- Casinos
- Beauty and relaxation therapies/spas (Any 7 × 1) (7)

[40]

QUESTION 3

3.1
3.1.1 Unconscious
3.1.2 Vital signs
3.1.3 Golden hour
3.1.4 Pulse
3.1.5 Recovery position

(5 × 1) (5)

3.2
- He should have remained calm.
- The manager should have responded promptly.
- He should have listened and sympathised with the couple.
- He should have apologised.
- He should not have defended himself or made excuses.
- He should have told the couple that the organisation will address/rectify the problem.
- He should have replaced cold food with hot food. (7)

- He should have maintained professionalism. (Any 7 × 1)

3.3 3.3.1

- Communication/lack of interpersonal skills
- Negligence
- Time management
- Short temper/temperament
- Attitude
- Lack of knowledge about work and procedures/poor customer service skills
- Rudeness (6)

3.3.2

- Communication/lack of interpersonal skills – The waiter did not listen carefully/he interrupted.
- Negligence – The food was cold and looked as though it was prepared quite a while before it was served.
- Time management – The couple waited for 20 minutes before the waiter attended to them/the food was served an hour later/ the manager took half an hour to get to the couple.
- Short temper – The waiter responded by ignoring the complaint and wanted them to give their order straight away/asked: 'What can I get for you then?'
- Attitude – the waiter and the manager both had negative attitudes toward the guests.
- Lack of knowledge about work and procedures/poor customer service skills – The waiter indicated that the food was not cold by the time it was brought to the table.
- Rudeness – The manager was defensive and indicated that there was nothing he could do as they were experiencing load shedding. (6)

3.4

- Don't interrupt
- Ask questions
- Take notes
- Avoid distractions
- Maintain eye contact
- Be open-minded
- Restate key ideas
- Pay attention to non-verbal cues
- Give regular feedback
- Feel what the speaker is feeling
- Picture what the speaker is saying
- Put emotions aside (Any 7 × 1) (7)

3.5

- It leads to continued business.
- Leads to good word of mouth
- Clients will develop a sense of trust towards the organisation.
- Clients will feel that they are dealing with good business.
- Professional staff will attract clients to the business.
- It increases excellent service.
- Clients will be happy and satisfied when dealing with professional staff.

(Any applicable 5 × 1) (5)

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3.6
- Web-based survey
- Telephone survey
- Random customer survey
- Lost account survey
- Company-wide attitude survey
- Customer exit survey
- Target account survey (Any 4 × 1) (4)

[40]

QUESTION 4

4.1
4.1.1 C
4.1.2 F
4.1.3 A
4.1.4 E
4.1.5 B
(5 × 1) (5)

4.2 4.2.1
- You are following what the speaker is saying
- Yes/agree (2)

4.2.2
- No/disagree
- Denial
- Rejection (3)

4.2.3
- Impatience
- Frustration
- Growing bored (Any 2 × 1) (2)

4.3

4.3.1 **PHYSIOLOGICAL NEEDS**	4.3.2 **PSYCHOLOGICAL NEEDS**
Balanced meals	Success
Clean water	Relationships
Warmth	Feeling of accomplishment
Rest	Safety and security
Shelter	
Fresh air (6)	(4)

(10)

4.4
- Guests' room numbers
- Guests' home addresses
- Guests' contact numbers
- Hotel occupancies
- Organisational future plans
- Internal operations
- Staff salaries
- Documents and work on computers
- Financial status of the organisation
- Whereabouts of other staff members (Any 8 × 1) (8)

4.5
- It is the interaction between the sender of a message✓ and the receiver of the message✓ who should respond by giving feedback to the sender✓. (3)

4.6
- Eye contact
- Hand gestures
- Body postures
- Tone of voice
- Facial expressions (5)

4.7
- Verbally
- Non-verbally
- Written
- Visual
- Listening (Any 2 × 1) (2)

[40]

QUESTION 5

5.1
- Identify the skills that are needed.
- Identify the resources that are needed.
- Identify the resources that are available.
- Formulate time lines for completing tasks or developing skills.
- Promote learning. (5)

5.2.1
- Meet, greet, and welcome guests to the hotel/Courteous/friendly/polite
- Be patient/self-controlled when dealing with guest requests
- Have a 'people first attitude'/assist guests to complete forms for e.g.
- Act professional
- Have speaking skills/good or clear communication skills
- Take responsibility for the customers you are assisting at that time
- Sense and understand the emotions of the customer/empathy
- Product/service knowledge
- Time management skills/resolve service-related problems timeously
- Problem solving skills/resolve complaints
- Being focused on the task at hand
- Keeping deadlines (Any 5 applicable answers × 1) (5)

5.3 5.3.1
- It is a list of questions✓distributed to a specific group of people✓ to obtain factual information on a related topic✓. (3)

5.3.2 (a)
- Easy to obtain a large amount of information within a short space of time.
- Provide information about needs and problems of employees.
- Yield data that can be easily summarised and reported.
- Candidates can express their feelings freely.
- Anonymous candidates can maintain their anonymity.
- Relatively inexpensive. (Any 3 applicable answers × 1) (3)

(b)
- Only candidates who can read and write can participate.
- Candidates can be dishonest.
- Difficult questions may remain unanswered.
- Questions may be misunderstood.
- Difficult to see the emotions of candidates.

(Any applicable 3 × 1) (3)

5.3.3
- Self-evaluation
- Feedback from peers/subordinates/clients
- Observation
- Staff appraisal (Any 2 × 1) (2)

5.4
- Not knowing how to perform the job
- If the job is not interesting
- If the job is not worthwhile
- Poor health
- Personal problems
- Unfair treatment
- Work overload
- Lack of motivation
- Lack of recognition for a job well done
- Low wages
- Not involved in decision making
- Lack of promotions (Any applicable 5 × 1) (5)

5.5
- It will decrease their motivation to learn/work.
- They will be less willing to participate in the training programme.
- They may not understand the reason for an action plan.
- It might lead to low levels of productivity.
- It might lead to high staff turnover.
- Staff members will not develop a sense of ownership towards the training programme.
- They will feel less valued. (Any 5 × 1) (5)

5.6
- Oral feedback
- Written feedback (2)

5.7
- The complaints process should be known and accessible to clients.
- Act quickly to start the process to resolve the complaint/find a quick solution.
- Upskill the staff on the handling of complaints.
- Focus on prevention of customer complaints
- Understand the responsibility to the client w.r.t service delivery.
- Improve the turnaround time for feedback to clients

(Any 5 × 1) (5)

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5.8
- So that the guest can contact the hotel in the future for repeat business.
- So that the guest can give the contact details to friends and family so that they can book at the hotel.
- If the guest wants to make any enquiries at the hotel, they will have the contact details and this assists in building a professional relationship with the guests. (2)

[40]

TOTAL: 200