higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CLIENT SERVICE AND HUMAN RELATIONS
NQF LEVEL 4

(11011024)

21 November 2023 (X-paper)
09:00–12:00

This question paper consists of 12 pages.

191Q1N2321

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
CLIENT SERVICES 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. Start each section on a new page.
5. Use only a blue or black pen.
6. Write neatly and legibly.

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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 During CPR the chest is compressed to …

A circulate the blood
B ease the shock
C deflate the lungs
D open the airway

1.1.2 Trained first aiders know they must wear … when helping a bleeding victim.

A head coverings
B medical masks
C plastic gloves
D safety shoes

1.1.3 The … phase must first be completed before training or staff development can take place.

A orientation
B analysis
C critical
D induction

1.1.4 A training program where a learner is employed by a company and receives both theoretical and practical training.

A scholarship
B internship
C learnership
D in-service training

1.1.5 Staff working in the hospitality and tourism industry need to be sensitive to their clients' … differences to avoid fear and mistrust.

A salary
B status
C cultural
D age

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1.1.6 Maintaining eye contact continuously while you are talking to an older person is considered to be disrespectful in … ☆

A USA
B Korea
C Canada
D Mexico

1.1.7 … travellers prefer travelling alone and not in a group.

A First-time
B International
C Domestic
D Experienced ☆

1.1.8 Women avoid physical contact with unrelated men in this culture.

A Muslim
B Hindu
C Chinese
D Western

1.1.9 … is an example of a physiological need according to Maslow's theory of needs.

A status
B growth
C air
D love

1.1.10 Cultural tourists who visit other places or countries to explore their culture are called … ☆

A religious tourists
B external tourists
C political tourists
D ethno-tourists

(10 × 1) (10)

The email below was emailed to the receptionist at the Grand Island Hotel. Read the email and then answer the questions that follow.

To whom it may concern,

I am writing this letter following my stay at your hotel. I opted for your property after checking your website, which portrays a completely different picture as compared to reality. You claim to provide a variety of facilities which are not even available in your best rooms.

From the time we checked in, our experience was the worst ever. I understand that the way to the resort from the main road cannot be your responsibility, but the condition of the road from the entrance at the main gate, to the reception, is much worse than the road outside. My car tyres got stuck in the mud and I may have damaged my car driving through a huge pothole.

There was nobody to welcome us at reception. It took 10 minutes for a porter to notice us and another 15 minutes for him to call the receptionist. What added to the frustration was that the receptionist was completely unaware of our reservation and to top it all off the porter took our baggage to the room without informing us and showing us the way. A housekeeping attendant eventually helped us to find our room.

Room service never attended to any of our calls for tea, meals or cleaning up the rooms. The bathrooms and toilets were not cleaned before check-in. Power cuts were another nightmare. How is it that a 5-star establishment does not have a generator? You also have electrical appliances that either wouldn't work or there would be no electricity to operate them.

I am greatly disappointed and will definitely take this matter further.

Yours sincerely
John Thomas

1.2 Why is it important that these complaints are handled promptly, politely and in a positive manner? (5 × 1) (5)

1.3 Identify FIVE complaints from the email above that the hotel will have to address. (5)

1.4 Which FIVE departments will have to be informed of the email John sent? (5)

1.5 Why must the managers of these departments be informed of John's complaints? (4 × 1) (4)

1.6 Recommend THREE ways in which these managers can respond to written complaints. (3)

1.7 Describe ways in which staff at The Grand Island Hotel can establish rapport with clients to prevent something like this from happening again (4 × 1) (4)

1.8 The General Manager wants to put procedures in place that will help to improve the way complaints are handled. Suggest FOUR ways this can be done. (4)

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QUESTION 2

2.1 Give ONE word/term for each of the following descriptions. Write only the answer next to the question number (2.1.1– 2.1.5) in the ANSWER BOOK.

2.1.1 A structured lesson where specific topics are addressed.

2.1.2 Immediate care is given to an injured person.

2.1.3 Frowning at a client is an example of this type of feedback.

2.1.4 The standard of service rendered to clients.

2.1.5 People who work inside a company and use its products to do their jobs.

(5 × 1) (5)

Read the scenario below and answer the questions that follow.

Abby has just completed her National Diploma in Tourism Management. She feels she has acquired enough knowledge and skills within the Tourism and Hospitality sector to open her own business. She has a business idea to provide accommodation services for both local and international tourists visiting the North-West Province.

2.2 Suggest any EIGHT examples of accommodation that she can choose from to ensure that her dream comes true. (8)

2.3 In the future, Abby hopes to expand her business to include services such as transportation, information centres, travel and maybe gaming and leisure.

Help her categorise her ideas in the list below, by copying and completing the table in your ANSWER BOOK.

event organisers; places of interests; horseracing; coach companies; tour operators; food exhibitions; political stability of a particular destination; railway services; tour guides; music festivals

TRANSPORTATION SERVICES	INFORMATION SERVICES	TRAVEL SERVICES	GAMING & LEISURE SERVICES
(2)	(2)	(3)	(3)

(10)

2.4 These additional services will have to be advertised.

Why is it important that Abby promotes the services her business offers? (4)

2.5 Abby finds it difficult to decide on what form of media to use to promote her business to local tourists.



Suggest THREE ways she can do this. (3)

2.6 All clients have basic needs and requirements.

Explain how Abby can meet these needs to ensure excellent service under the following headings:

2.6.1 The need to feel appreciated.

2.6.2 The need to feel important.

2.6.3 The need to feel in control



(3 × 2) (6)

2.7 A potential client calls Abby to ask for directions to her establishment.

Suggest the best way for Abby to deal with this request. (4)

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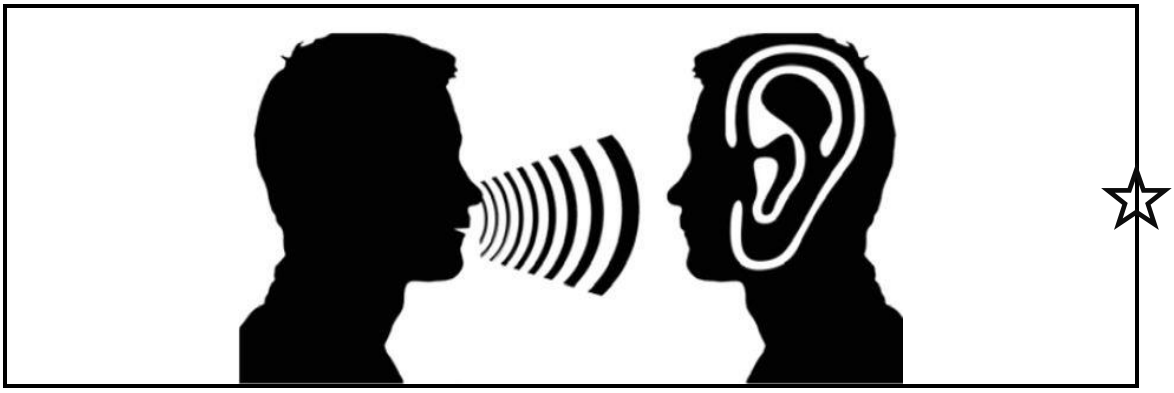
QUESTION 3

3.1 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A – H) next to the question number (3.1.1 – 3.1.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1.1	A small number of customers who discuss product-related issues in a round table conversation.	A	lost account survey
		B	target group
3.1.2	Contacting different customers by phone or email to ask them to evaluate the service they received.	C	customer exit survey
		D	random customer survey
3.1.3	A confidential questionnaire sent out to all staff members and managers.	E	web-based survey
3.1.4	Interviews done with customers who no longer do business with the company	F	focus group
		G	target account survey
3.1.5	On-the-spot interviews conducted with customers as they leave a place of business	H	company-wide attitude survey

(5 × 1) (5)

3.2 Look at the image and name the type of feedback displayed below: (1)



[Source: *www.valleybusinessreport.com*]

3.3 Discuss the following basic ways, in which telephone surveys can be done:

3.3.1 Ask and answer surveys. (3 x 1) (3)

3.3.2 Discussion telephone surveys. (3 x 1) (3)

3.4 Explain how having good interpersonal skills can benefit an employee. (4)

3.5 Kanya works as a receptionist at Quickfast Travel Agency. Monday mornings are especially busy and most days she is the only person working at the front desk. She feels overwhelmed and wonders whether she is doing a good job.

3.5.1 How can Kanya check her own performance at work? (4 × 1) (4)

3.5.2 A potential client has an appointment to see one of the consultants.

Why is it important that the consultant is prepared for the client's arrival? (4 × 1) (4)

3.5.3 The client arrives and tells Kanya that the area outside the building entrance is a mess with dirt lying all over the place.

Suggest the best way to deal with this matter. (2 × 1) (2)

3.5.4 Suggest FIVE examples of complaints that the manager of the travel agency can receive that may suggest that staff have a lack of knowledge of new procedures. (5)

3.6 Discuss FIVE advantages of recognising key strengths and weaknesses of employees. (5)

3.7 Give TWO examples of each of the following constraints that could affect employee performance:

3.7.1 Individual constraints

3.7.2 Company constraints

(2 × 2) (4)

[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 – 4.1.10) in the ANSWER BOOK.

4.1.1 Excessive lack of fresh air can lead to a high rate of suffocation.

4.1.2 A patient who suffers from a heart attack will have symptoms such as loss of bladder and bowel control.

4.1.3 A job analysis is a tool used to obtain feedback from clients.

4.1.4 If trapped in a building that is burning, stay close to the floor where the air will be less toxic.

4.1.5 You must hold a wound below the level of your heart to stop the bleeding.

4.1.6 A training programme must consider each individual's learning style.

4.1.7 Choose a basic First Aid programme that is certified in terms of the Occupational Hygiene and Sanitation Act of 1993.

4.1.8 Most workplaces keep an accident logbook in which all incidents are recorded.

4.1.9 The most important action to take in the case of a flood is to evacuate staff and clients from a building to a low-lying area.

4.1.10 A review is the last stage in the training cycle.

(10 × 1) (10)

Mary works as a cleaner at Quickfast travel agency. She receives a letter from her manager notifying her of her annual performance review. This makes her very nervous.

4.2 Suggest SIX ways her manager can identify gaps in Mary's work performance. (6)

4.3 Explain the role of Mary's manager in her training and development under the following headings:

4.3.1 Finance (2)

4.3.2 Time (3)

4.3.3 Training resources (2)

4.4 Explain the necessity of giving comments to staff throughout a training programme. (7 × 1) (7)

4.5 A first aid trainer ended his presentation by saying, “Never administer treatment for which you have not been trained”.

Substantiate the statement above. (8 × 1) (8)

4.6 Why is it important that the correct first aid personnel are contacted in an emergency? (2)

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QUESTION 5

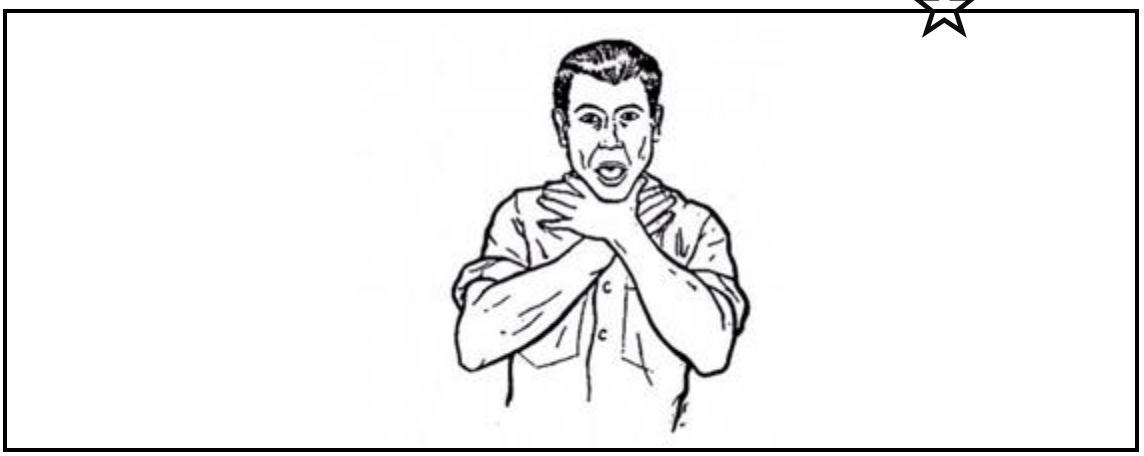
5.1 Choose a deviation of a vital sign from COLUMN B that matches a possible cause in COLUMN A. Write only the letter (A – H) next to the question number (5.1.1 – 5.1.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
5.1.1	Fluid in lungs	A	no pulse
5.1.2	Hypodermic	B	snoring
5.1.3	Heat stroke	C	white skin
5.1.4	Cardiac arrest	D	wheezing
5.1.5	Blood loss	E	body temperature of 37.5°C
		F	subnormal body temperature 35 °C - 36.7 °C
		G	skin feels hot and dry
		H	gurgling respiration rate

(5 × 1) (5)

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5.2 Look at the picture below and answer the questions that follow.



[Source: *www.reddit.com*]

5.2.1 Identify the type of emergency displayed above. (1)

5.2.2 Define the type of emergency identified in QUESTION 5.2.1. (2)

5.2.3 Name the SEVEN symptoms that are associated with the above emergency. (7)

5.2.4 Recommend FOUR methods of treating the above situation. (4)

5.3 Mary is scheduled to attend a health and safety course.

What important information must be covered regarding the following?

5.3.1 The correct way to handle a chemical spill. (6 × 1) (6)

5.3.2 Handling injuries in the workplace. (6 × 1) (6)

5.4 What information must be available in a company's health and safety plan? (5 × 1) (5)

5.5 Recommend TWO ways to control bleeding. (2)

5.6 Name TWO types of wounds. (2)

[40]

TOTAL: 200

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