higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CLIENT SERVICES AND HUMAN RELATIONS
NQF LEVEL 4

(11011024)

27 February 2018 (Y-Paper)
13:00–16:00

This question paper consists of 9 pages.

NCV

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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. Write neatly and legibly.

NCV

SECTION A

QUESTION 1

1.1. Choose a description from COLUMN B that matches a term/word in COLUMN A. Write only the letter (A–J) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK)

COLUMN A		COLUMN B	
1.1.1	Evaluation	A	the employee learns by doing, and learns continuously over a long period
1.1.2	Learnership		
1.1.3	Internship	B	refers to the measure of a person's ability to operate with others in a business
1.1.4	In-service training		
1.1.5	Observation	C	a spoken or written statement of the value and quality of the training completed by staff
1.1.6	Performance issues		
1.1.7	Interpersonal skills	D	a formal way of obtaining feedback on customer satisfaction
1.1.8	Focus groups	E	a method by which professional workers divide their time between attending classes and working in an organisation
1.1.9	Face to face interviews		
1.1.10	Survey	F	watching a person executing a task with the purpose of obtaining information
		G	a learner is employed by a company and receives training in a variety of skills over a specified period
		H	a one on one meeting that is useful when finding out why a customer has stopped doing business with the company
		I	problems that get in the way when employees are trying to do their job
		J	a small number of customers (8–10) who participate in a discussion about specific service related issues

(10 × 1) (10)

1.2 Why do you think that it is important for staff members to identify an emergency situation quickly and correctly? (5)

1.3 'The safety of clients in the hospitality and tourism industry is essential for the return business. It is therefore a top priority to make the staff and clients aware of important safety facts relating to a variety of emergency situations in order that they may act appropriately.'

1.3.1 Explain FIVE basic procedures that you will alert staff and clients to follow when they are taken hostage? (5)

1.3.2 'A guest at the hotel accidently cut himself while opening a bottle of wine'
Describe what you would do to assist the guest so that the bleeding stops. (3)

1.3.3 Explain how you will deal with a person who is about to faint. (4)

1.3.4 'In the case of a fire you will notify the fire department.' Give the information that you will provide to the fire department. (3)

1.4 'Each company should have a number of employees who have received first aid training.

1.4.1 What does CPR stand for? (3)

1.4.2 Explain the procedure to follow when conducting CPR. (7)

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QUESTION 2

2.1 Indicate whether the following statements are True of False. Choose the answer and write 'true' or 'false' next to the question number (2.1.1– 2.1.10) in the ANSWER BOOK.

2.1.1 Review of the training is the first stage in the training cycle.

2.1.2 Managers can expect co-operation from staff members if they are not involved in planning their training.

2.1.3 Once the manager has identified that there is a performance problem in his/her department, he/she should do a performance audit to determine the cause of the problem.

2.1.4 Managers need to provide their employees with regular feedback on their work performance.

2.1.5 Motivation can be defined as a driving force within an individual, which urges him/her to act in order to attain a certain objective.

2.1.6 An initiator is the person who makes the first suggestion to purchase a product.

2.1.7 Follow up actions can only be done in writing.

2.1.8 A customer who is reassured by a competent start to his or her relationship with the organisation will be prepared to overlook odd glitches in arrangements or service if they occur at a later stage.

2.1.9 It is not important to pay attention to tone of voice, visual focus, posture and body language when listening to a client.

2.1.10 A client's first impression of an organisation is created by the physical facilities where initial contact is made and by the attitudes of the personnel who greet them first.

(10 × 1) (10)

2.2 'First Aid is the immediate care given to an injured person or a person who suddenly falls ill.'

2.2.1 Outline the THREE objectives of first aid. (3)

2.2.2 Describe SEVEN actions to follow when conducting a primary survey in first aid. (7)

2.2.3 Explain what is meant by a rupture. (2)

2.3 Describe SIX general rules to be followed if chemical spills occur. (6)

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2.4 The specific climate and atmosphere or psychological environment in a workplace is often the factor that will make employees want to go to work or not.

Name FIVE examples of psychological factors that can influence a person's productivity. (5)

2.5 Explain the importance of adhering to company standards regarding client satisfaction. (4)

2.6 Describe THREE alternative ways that companies can use to resolve complaints. (3)

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QUESTION 3

3.1 Define the following terms:

3.1.1 Product

3.1.2 Service

3.1.3 Target market

3.1.4 Micro-level needs

3.1.5 Macro-level needs

(5 × 2) (10)

3.2 'It is critical to determine the extent to which the training activities have met their goals or whether the knowledge gained by the employee can be transferred into the workplace.'

Identify FOUR methods that can be used to review the training that took place. (4)

3.3 Give THREE reasons for considering the culture of the clients when you interact with them. (3)

3.4 'Changes in a company may require staff to be trained.'

Suggest FIVE changes in a company that may require the staff to be trained. (5)

3.5 Explain FIVE factors that lead to poor work performance and that may require training. (5)

3.6 Suggest FOUR benefits of well-executed training. (4)

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3.7 'The request for assistance of emergency services personnel is essential to provide the best treatment to casualty.'

3.7.1 Name FOUR conditions that require you to call emergency services personnel to assist you. (4)

3.7.2 Describe the information that you will provide to the emergency services when you call for help. (5)

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QUESTION 4

4.1 Read the case study below and answer the questions.

The Ezweni hotel is a new establishment and has the following departments: food and beverage, front office which includes a travel desk and concierge services, housekeeping and marketing. The food and beverage department consist of trainees, kitchen and bar staff. The front office consists of reservation, reception, travel, concierge, marketing and account staff. The housekeeping consists of room attendant, laundry and floor staff. The marketing department consists of two staff members who promote the products and services offered by the hotel and have to establish the new brand.

Name the staff responsible for each of the following complaints:

4.1.1 Drinks not cold enough

4.1.2 Food not properly cooked

4.1.3 Rooms not clean

4.1.4 Wrong bills

4.1.5 Wrong bookings

(5 × 1) (5)

4.2 Name FIVE other complaints that you may encounter in the hospitality and tourism industry. (5)

4.3 'Clients expect their queries or complaints to be resolved as quickly as possible by the person they approach.'

Explain when it is suitable for a staff member to refer a client's complaint to appropriate personnel. (5)

4.4 Explain how staff working at the travel or concierge desk should deal with the following requests:

4.4.1 Request for information (5)

4.4.2 Request for direction (5)

4.5 Give THREE examples of each of the following type of media that the marketing department staff can use to advertise the products and services of the Ezweni Hotel.

4.5.1 Audio visual media (3)

4.5.2 Printed media (3)

4.6 Explain the importance of promoting the products and services of the Ezweni Hotel. (3)

4.7 List SIX qualities that an organisation can implement in order to increase client satisfaction. (6)

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QUESTION 5

5.1 Select FIVE factors below that can improve the procedures for handling client complaints. Write only the correct letters (A–I) next to the question number 5.1 in the ANSWER BOOK.

A. Identify the target audience
B. Ensure logical sequence of the process
C. Always give feedback to the client
D. Coordinate with associated communications
E. Evaluate alternative strategies
F. Keep commitments and promises
G. Ensure a range of different procedures
H. Arrange a training session
I. Set up a help-desk (5 × 1) (5)

5.2 Select FIVE actions from the list below that will be appropriate steps to take in the event of a bomb threat. Write only the correct letters (A–I) next to the question number 5.2 in the ANSWER BOOK.

A. Regard the threat as a hoax
B. Do not put the phone down
C. Put the phone on hold
D. Keep speaking to the caller
E. Keep the caller speaking
F. Attract the attention of another person
G. Put the call through to another person
H. Notify emergency personnel
I. Notify the manager (5 × 1) (5)

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5.3 'At the heart of customer service is communication. Good verbal and non-verbal communication skills will impress your clients and will prove to be beneficial to a tourism or hospitality business.'

5.3.1 Give FIVE ways to check a guests understanding when communicating information to him/her. (5)

5.3.2 'Body language shows a staff member's level of energy and interest in what a client is saying.'

(a) Give THREE clues that will indicate to the client that the staff member is becoming impatient and wants to end the conversation. (3)

(b) Give THREE clues that that will indicate to the client that the staff member is interested in what he/she is saying. (3)

5.3.3 'Feedback from clients can be obtained both verbally and non-verbally. Compare the types of feedback. (4)

5.4 'In order to give the client attention and serve him/her in the most efficient way, you need to establish a professional relationship.'

5.4.1 Motivate the statement (3)

5.4.2 Explain FIVE ways in which staff in the hospitality and tourism industry can achieve this other than keeping information confidential. (5)

5.4.3 Give THREE examples of confidential information that cannot be accessible to clients. (3)

5.5 Identify FOUR ways in which employees can check their own performance. (4)

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GRAND TOTAL 200

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