higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# MARKING GUIDELINE

## NATIONAL CERTIFICATE

## CATERER CLIENT RELATIONS N5

## 8 JUNE 2018

**This marking guideline consists of 7 pages.**

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## SECTION A

## QUESTION 1

| | | | | |
|---|---|---|---|---|
| 1.1 | 1.1.1 | C | | |
| | 1.1.2 | D | | |
| | 1.1.3 | B | | |
| | 1.1.4 | C | | |
| | 1.1.5 | D | | |
| | | | (5 × 2) | (10) |
| 1.2 | 1.2.1 | False | | |
| | 1.2.2 | False | | |
| | 1.2.3 | False | | |
| | 1.2.4 | True | | |
| | 1.2.5 | True | | |
| | 1.2.6 | False | | |
| | 1.2.7 | True | | |
| | 1.2.8 | True | | |
| | 1.2.9 | True | | |
| | 1.2.10 | False | | |
| | | | (10 × 2) | (20) |
| 1.3 | 1.3.1 | E | | |
| | 1.3.2 | D | | |
| | 1.3.3 | C | | |
| | 1.3.4 | B | | |
| | 1.3.5 | A | | |
| | | | (5 × 2) | (10) |
| 1.4 | 1.4.1 | Objective | | |
| | 1.4.2 | Facts | | |
| | 1.4.3 | Assertive | | |
| | 1.4.4 | An I message | | |
| | | | (4 × 1) | (4) |
| 1.5 | 1.5.1 | Negative | | |
| | 1.5.2 | Positive | | |
| | 1.5.3 | Negative | | |
| | | | (3 × 2) | (6) |
| | | | | **[50]** |

**TOTAL SECTION B: 50**

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## SECTION B

## QUESTION 2

2.1 2.1.1 One should determine the cause of the complaint, get to the root of the problem and decide on the correct action to be taken. (2)

2.1.2 In order to respond, one should clearly understand what is required. (2)

2.2
- Functional conflict is usually constructive and leads to positive results.✓✓
  Any suitable example: Management agreed to flexi-time over long working hours✓
- Dysfunctional conflict is destructive and has negative results✓✓
  Any suitable example: The strike led to the death of 3 workers✓

(2 × 3) (6)

2.3 2.3.1 A grievance procedure (2)

2.3.2
- This a matter in which the employee is dissatisfied with management's conduct
- Disciplinary procedure is to address misconduct by an employee (2 × 2) (4)

2.4
- Plans should be flexible to adapt to changing circumstances
- People involved in the planning should understand and accept the plans
- Planning should be implemented throughout the enterprise
- Plans should indicate the methods and procedures to achieve set goals
- The best plans for achievement of goals should be applied before new methods are considered (Any 4 × 1) (4)

2.5 2.5.1
- Authority
- Responsibility
- Accountability (3)

2.5.2
- Determine what is to be delegated
- Choose the right person to delegate the task to
- Clarify the desired results
- Clearly define the employee's responsibility and authority with regard to the delegated tasks
- Establish follow-up procedures (5)

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2.6
- Sender
- Code
- Message
- Channel
- Receiver
- Feedback
- Notice/barrier (7)

2.7 2.7.1 Letter; fax message ;telephone message; minutes; notice; agenda; written report; telex (2)

2.7.2 A booking complaint at the counter; conversation; interview; meeting, etc. (2)

2.8
- Questionnaires
- Direct observation
- Changes in behaviour
- Voluntary comments in mass media
- Tests and examinations (Any 4 × 1) (4)

2.9 2.9.1 Evaluation: is carefully collecting and analysing information in order to make a decision; or it is closely related to performance management which includes identifying measures to assess progress towards achieving results.

2.9.2 Verbal communication: involves the use of words in speaking and listening.

2.9.3 Motivation: something that determines and directs someone's behaviour.

(3 × 2) (6)

2.10 Actions, Objects, Symbols (1)
**[50]**

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## QUESTION 3

3.1 Poor self-image (2)

3.2
- Recognise own strengths and weakness and be realistic
- Encourage self to achieve success
- Pat oneself on the back when successful
- Control own feelings (4 × 2) (8)

3.3
- Identifying own stressors
- Exercise regularly
- Follow a sensible, healthy, balanced diet
- Take regularly holidays
- Give up smoking and limit alcohol intake
- Get sufficient sleep
- Organise own activities
- Develop a reliable support structure
- Change one's perspective of the problem
- Voluntary comments in mass media
- Tests and examinations (Any 10 × 1) (10)

3.4
- Good morning/Afternoon
- Travel options
- Mavis speaking
- How may I help you? (4)

3.5 Etiquette: convectional laws of courtesy observed in a community: prescribed norms of conduct (2)

3.6
- Take care of personal hygiene
- Use antiperspirant or deodorant
- Apply make-up neatly and subtly
- Fresh breath is important – brush teeth regularly and visit dentist regularly
- Keep hands manicured (5 × 2) (10)

3.7 3.7.1 Ethnocentricity: Believing that the culture✓ one belongs to is superior✓ to other cultures

3.7.2 Perception: A mental idea✓ or picture one forms when encountering something new✓

3.7.3 Stereotyping: One associates a negative trait with a person just because that person belongs to a certain group,✓ e.g. the Scottish are stingy✓

3.7.4 Discrimination: Behaviour where one tends not to deal with certain groups, e.g. as a non-Jew you prefer not to organise tours to Israel, or you don't like to serve food to members of certain cultures because you don't like their cultural behaviour when eating.✓✓

(4 × 2) (8)

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3.8 3.8.1 Territoriality is about indicating that a certain area is private space. This shows how people have power over others.

3.8.2 Time is also seen as monochromatic that shows that one thing at a time, complete it and move on.

3.8.3 Space is observed differently by different cultures. In Western cultures people do not appreciate other people in their intimate space, while African and Asian cultures do not find that uncomfortable.

(3 × 2) (6)
**[50]**

## QUESTION 4

4.1 4.1.1
- To convey information
- To encourage action
- To express feelings (3 × 2) (6)

4.1.2
- The form should be filled out completely and accurately.
- The message should be taken down concisely in complete, clear sentences.
- The message should contain all necessary information and the message should reach the right person as soon as possible.
- Do not sign the form, write your name and surname legibly.
- The person who receives the message might want to ask you something about the content of the message. (Any 5 × 2) (10)

4.2 4.2.1 Quotations are groups of words or short pieces of writing taken from a book, play, speech, etc.

4.2.2 A telephone message is taken when the person for whom the call was meant was unable to take it. The person answering the phone then takes a message for him/her.

4.2.3 A business letter is a formal message written or printed on paper and is directed to a company or business. The letter contains the addresses of both the sender and receiver and contains a subject line which indicates what the letter is about.

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4.2.4 A price list is a list of item, e.g. groceries or stationary including the selling price of each item.

4.2.5 Leadership is a state or position of being a leader, ability to be a leader or qualities of good leadership.

(5 × 2) (10)

4.3

*MENU✓✓*

*DINNER✓✓*

*25 DECEMBER 2018✓✓*

*R150 per person✓✓*



*Creamy mussel soup✓✓✓✓*



*Grilled beef served with mashed potatoes✓✓*

*and a red wine sauce✓✓*



*Apple tart with cinnamon custard✓✓✓✓*



*Coffee✓*

*OR Price* OR *Date*

- Price may be indicated at top or bottom of the menu.
- Date may also be indicated at the top or bottom of the menu.

(24)
**[50]**

**TOTAL SECTION B: 150**
**GRAND TOTAL: 200**

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