higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

CATERER CLIENT RELATIONS N5

31 MAY 2019

This marking guideline consists of 10 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	D		
	1.1.2	B		
	1.1.3	C		
	1.1.4	A		
	1.1.5	J		
	1.1.6	I		
	1.1.7	H		
	1.1.8	G		
	1.1.9	F		
	1.1.10	E		
			(10 × 1)	(10)
1.2	1.2.1	True		
	1.2.2	True		
	1.2.3	False		
	1.2.4	False		
	1.2.5	False		
	1.2.6	False		
	1.2.7	True		
	1.2.8	True		
	1.2.9	False		
	1.2.10	True		
			(10 × 1)	(10)
1.3	1.3.1	memorandum		
	1.3.2	Norm		
	1.3.3	Protocol		
	1.3.4	Stress		
	1.3.5	Oral		
	1.3.6	oneself		
	1.3.7	objective		
	1.3.8	facts		
	1.3.9	assertive		
	1.3.10	I		
			(10 × 1)	(10)
				[30]

TOTAL SECTION A: 30

SECTION B

QUESTION 2

2.1
2.1.1 Ika
2.1.2 Are there rooms available on 24 December 2017?
2.1.3 Suzan
2.1.4 No rooms available/Fully booked for December
2.1.5 English/Language
2.1.6 Telephone/Oral/Direct channel/Cellphones
2.1.7 Poor telephone connection/Telephone conversation broke
(7 × 1) (7)

2.2
2.2.1 Where the use of language leads to miscommunication, e.g. the client can only speak French and the assistant only English or when words are mispronounced

2.2.2 Barriers outside the sender and receiver, e.g. aeroplane noise, poor telephone line, too loud music in the office

2.2.3 Emotional or personality traits may prevent effective communication, e.g. a person is distracted by a problem at home or feels nervous during the consultation

2.2.4 A physical disability, e.g. because of a cold Mary could not hear what the client was saying

2.2.5 Messages are interpreted differently because of different perceptions, e.g. because Grace likes to go on cruises, she does not see the need for air travel
(5 × 2) (10)

2.3
2.3.1 The nonverbal message

2.3.2 A consultant lies to a client in connection with queries she does not want to make, but break eye-contact with the client.
(2 × 2) (4)

2.4
2.4.1 Acoustic semiology
2.4.2 Bodily movements
2.4.3 Kinesics/Gestures
2.4.4 General appearance
2.4.5 Graphics/Pictogram
(5 × 1) (5)

2.5 Direct verbal communication occurs where the sender and receiver is communicating face to face, e.g. the client is consulting the consultant regarding a trip to Europe. Indirect verbal communication occurs where the sender and receiver are not together physically, e.g. Sandra phones Peter to enquire about available seats on the train. (2 + 2) (4)

[30]

QUESTION 3

3.1
- Motives may be unconscious.
- It is difficult to identify motives.
- Some habits become behaviour.
- Unpleasant experiences may be the cause of behaviour. (4)

3.2 **Posture:**
- When you stand, stand up straight with your shoulders square and your arms comfortably at your sides.
- Stand naturally.
- Keep your head and chin in line with your spine.
- Stand comfortably.
- Do not stand still but be loose and relaxed.

Complexion and make-up:
- Make-up should never be applied over-harshly.
- Make-up must be finished at home.
- Women should note that make-up plays an important role in the overall image you want to project.
- Men should never approach their clients with an unshaved face.
- A healthy complexion makes for a good first impression.

Neatness
- Clothes should be well ironed and shoes clean.
- Your office and all personal belongings should be kept out of sight in a small cupboard and drawer.

Hair
- Clean and neat are the two keywords as far as hair care is concerned.
- Hair should be neat and trimmed well and short.
- A person whose hair is neat and cared for always looks more professional than a person with untidy hair.

Personal care
- Be immaculately clean.
- Take care of personal hygiene.
- Use antiperspirants and deodorants.
- Keep clothing clean, neat and tidy.
- If you use nail varnish, keep it fresh.
- Apply make-up neatly and subtly – never overdo it.
- Avoid overwhelming perfume or aftershave lotions.
- Fresh breath is very important.
- Keep jewellery clean.
- Keep your hair neat all the time.

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Health

- Planning your day as a worker should include time for meals, relaxation, social activities and enough sleep.
- Consult a doctor when you run a fever and stay away from other people because your flu or disease may be contagious.

Clothing

- If you choose your clothes carefully, keeping in mind your position in the hospitality industry, your figure and the colour of your hair and skin, you will always be well dressed.

(1 mark for an explanation and 1 mark for list)
(Any 5 × 2) (10)

3.3 3.3.1 Sexual dimension
3.3.2 Intellectual dimension
3.3.3 Dimension of skill
3.3.4 Psychological dimension
3.3.5 Physical dimension

(5 × 1) (5)

3.4
- Has positive views of the self
- Accepts himself/herself as he/she is
- Capable of controlling emotions
- Sets realistic, attainable goals
- Prepared to take calculated risks and consequences
- Judges their own and other people's abilities realistically (Any 5 × 1) (5)

3.5 Stressors are factors or conditions that cause strain. (2)

3.6 3.6.1 Emotions are observed by the nonverbal signs/body language of the person and also through body language and facial expression. (1)

3.6.2
- When a person is cross they get red in the face and their eyes will also convey the message.
- A shy person may blush.
- A happy person will smile. (3)

[30]

QUESTION 4

4.1 4.1.1 You must be immaculately clean (hair, teeth, nails), shower daily and use deodorants/antiperspirants.

4.1.2 Stand up straight, walk gracefully with confidence and do not slouch when sitting. Your posture must show confidence – be alert and not too relaxed.

4.1.3 To be healthy means that you must eat regular well-balanced meals and get enough exercise and sleep. When ill, consult a doctor and stay at home if contagious.

(3 × 2) (6)

4.2 4.2.1 You will have to support the company management and colleagues and clients, not criticise or gossip about them to the outside world.

4.2.2 You must be on time for work, meetings and adhere to schedules and deadlines.

4.2.3 This means you take responsibility and are willing to experiment to improve performance and products and face up to unforeseen situations.

(3 × 2) (6)

4.3 4.3.1 A man is introduced to a woman outside of work. At work consider their positions.

4.3.2 When a person has a distinctive or professional tittle, it should be mentioned when introducing the person.

4.3.3 Know if the woman is using her husband's surname. If not, introduce each one by the surname he/she is using.

4.3.4 Use your name and the name of the company where you are employed and shake hands.

(4 × 1) (4)

4.4 4.4.1 The conventional laws of courtesy observed among members of the community-prescribed norms of conduct

4.4.2 Body of diplomatic etiquette – all conventional formulae and rules acknowledged in diplomatic circles

(2 × 2) (4)

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4.5 4.5.1 The message must be audible and clear. Nothing is more frustrating than having to struggle to make out what a caller is saying.

4.5.2 This is the speed at which you speak. The tempo of a message should be slow.

4.5.3 Your tone of voice should be friendly, polite, considerate and interesting.

(3 × 2) (6)

4.6
- Plan your call, determine the purpose of your call and the feedback you require. Arrange your information logically.
- Have all the relevant information at hand.
- Dial the correct number and know the extension.
- Make sure you are speaking to the right person.
- Have pen and paper ready to take notes.
- Greet politely and identify yourself, your company and purpose of the call.
- Indicate who you want to talk to and why.
- Leave a short message if you hear an answering machine. (Any 4 × 1) (4)

[30]

QUESTION 5

5.1 5.1.1 You form an opinion of an unknown person just because he/she belongs to a certain group and believes that he/she has certain personality traits, e.g. a Roman catholic consultant do not like the person when he/she sees that he/she is a Muslim.

5.1.2 It is behaviour where you tend not to deal with certain groups, e.g. as an American you prefer not to work with an Afrikaans-speaking person.

5.1.3 It is the way you perceive the world and the way you believe things to be and to be done, but it varies from person to person and from nation to nation. What happens around the world influences us, but it must help you to understand the different ways in which people act and react, e.g. Sotho people may dress and behave differently from Zulu people.

5.1.4 You associate a negative trait with a person just because that person belongs to a certain group, e.g. Nigerians are not good business people.

(4 × 2) (8)

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5.2 5.2.1 If a word is mispronounced or the accent is on the wrong part of the word, it is not articulated correctly and therefore the receiver will not be able to understand the message. You must ensure that you know how to articulate the words correctly.

5.2.2 Connotation is the secondary and not the direct or literal significance of a word or phrase. It can easily be misinterpreted. Rather use the denotative or literal meaning of the message.

5.2.3 In South Africa, with 11 official languages, and as a service to international tourists all speaking different languages, English should be used in the travel office.

(3 × 2) (6)

5.3
- Northern Sotho
- Lawyer
- Legal advisor
- ZCC

(4)

5.4 5.4.1 Some people, like Western cultures, see time and punctuality as very important. Time is money. Other cultures like African and Mediterranean do not see time as that important. Tomorrow is another day.

5.4.2 Western cultures like to uphold a certain space when communicating and do not like other people to move into their intimate zone. African and Middle-Eastern cultures do not have a problem with other, even complete strangers, moving into their intimate zone.

5.4.3 These are bodily movements that convey a message. Many of these movements are culture specific and will be interpreted incorrectly by another culture or what the sender regards as an innocent gesture may be offence.

5.4.4 People working closely together may feel threatened when they are crowded and conflict can arise.

(3 × 4) (12)
[30]

QUESTION 6

6.1 **TELEPHONE MESSAGE**

To: **Sarah**
From: **Mrs Benedict**
Date: **any date before 13 December 2017**
Time: **any***

Message:

Mrs Benedict phoned.✓ She said she phoned Peter Mashamba✓ on the number in your fax message✓ several times✓ The only reaction was that the number she has dialled, does not exist. Would it be possible for you to contact her✓ as they would like to book flights.✓ She would like to know how she must pay for the booking.✓ She appreciated your effort.✓

Message taken by Maria

Layout: 4* -1 per mistake or omission
Language: 4 -½ per mistake
Content: 12 as indicated

If the content is misinterpreted, NO marks can be earned for layout or language. (20)

6.2 6.2.1 Technical skills refer to the ability to use utensils or equipment with competence and to be able to perform a task.

6.2.2 Interpersonal skills, also called human skills, involve the ability to work with people.

(2 × 2) (4)

6.3
- Planning gives direction and clarifies goals.
- Planning promotes cooperation between various departments and individuals.
- Planning compels managers to look to the future and to eliminate crisis management.
- Planning is important for effective utilisation of modern technology.
- Planning ensures coordination.
- Planning involves a thought/decision-making process.
- Planning is economical (saves time, money, effort).
- Planning is ongoing. (Any 6 × 1) (6)

[30]

QUESTION 7

7.1
- People not receiving the same training at work
- Ineffective communication
- Working conditions or the nature of the job
- Long hours of work
- Conflicting personalities, views and interest
- Ethnic and cultural differences
- Poor self-image
- Discrimination
- Difference aims and objectives (Any 5 × 1) (5)

7.2 A grievance procedure is followed when an employee is dissatisfied with the manner in which he/she is treated by management/employer, while a disciplinary action is launched by the management in reaction to misconduct of an employee. (2 + 2) (4)

7.3
- Absenteeism
- Resignation
- Strikes
- Decreased productivity
- Sabotage
- Late arrival for work (Any 3 × 1) (3)

7.4
- Do not replace staff that retire or resign.
- Allow employees the option of early retirement.
- Retain employees in another position at lower salaries.
- Grant extended unpaid leave.
- Cutback on overtime.
- Shorten the work week. (Any 5 × 1) (5)

7.5 Sexual harassment is any unwanted repeated action/conduct of a sexual nature done or practiced by a female or male person. (3)

[20]

TOTAL SECTION B: 170
GRAND TOTAL: 200

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