higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

CATERER CLIENT RELATIONS N5

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This marking guideline consists of 9 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	A		
	1.1.2	C		
	1.1.3	D		
	1.1.4	C		
	1.1.5	B		
	1.1.6	A		
	1.1.7	D		
	1.1.8	C		
	1.1.9	B		
	1.1.10	B		
			(10 × 1)	(10)
1.2	1.2.1	False		
	1.2.2	False		
	1.2.3	True		
	1.2.4	True		
	1.2.5	True		
	1.2.6	True		
	1.2.7	True		
	1.2.8	False		
	1.2.9	True		
	1.2.10	False		
			(10 × 1)	(10)
1.3	1.3.1	B		
	1.3.2	A		
	1.3.3	D		
	1.3.4	C		
	1.3.5	I		
	1.3.6	J		
	1.3.7	G		
	1.3.8	H		
	1.3.9	F		
	1.3.10	L		
			(10 × 2)	(20)

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1.4	1.4.1	Protocol
	1.4.2	Supplier
	1.4.3	Interview
	1.4.4	Defence mechanism
	1.4.5	Technical ability
	1.4.6	Fax
	1.4.7	Denotation
	1.4.8	Tact
	1.4.9	Stress
	1.4.10	Kinesics

(10 × 1) (10)
[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1 2.1.1
- You have to determine the cause of the complaint.
- Complaints will be solved timeously.
- The customer's needs will be clearly communicated.
- Customers will be satisfied. (Any applicable answers) (2)

2.1.2
- Enquiries are acknowledged immediately.
- The needs of the customer are establish timeously.
- Attention is given to the customer.
- The customer feels important.
- It promotes goodwill. (Any 2 × 1) (2)

2.2 Etiquette refers to the customary code of polite behaviour in society and the set rules that control accepted behaviour.✓✓
E.g. maintaining good eye contact when interacting with customers.✓

Protocol is the official procedure or rules governing affairs and codes of conduct in large organisations.✓✓
E.g. the chief executive officer must be seated at the head of the table.✓
(Any suitable example 2 × 3) (6)

2.3 2.3.1 A grievance procedure (2)

2.3.2
- A grievance is related to conduct of management with which the employee is dissatisfied.
- A disciplinary procedure is the action of addressing misconduct of 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.

(Any suitable 4 × 1) (4)

2.5 2.5.1
- Authority
- Responsibility
- Accountability (3)

2.5.2
- Determine what you will delegate.
- Choose the right person to whom to delegate the task.
- Clarify the desired results.
- Clearly define the employee's responsibility and authority.
- Establish a follow-up procedure.
- Give feedback to the team member who was delegated authority.

(Any 5 × 1) (5)

2.6
- Friendliness
- Helpfulness
- Loyalty
- Adaptability
- Femininity/Masculinity
- Good manners
- Initiative
- Tact
- Punctuality (Any 7 × 1) (7)

2.7 2.7.1
- Letter
- Fax message
- Telephone message
- Minutes
- Notice
- Agenda
- Written report (Any 2 × 1) (2)

2.7.2
- Requesting a booking form at the counter
- Face-to-face interaction
- Telephone conversation
- Interview
- Meeting (Any 2 × 1) (2)

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

2.9 2.9.1 Evaluation means carefully collecting and analysing information in order to make a decision. 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, listening or writing.

2.9.3 Motivation is a group of factors that determine and direct a person's behaviour.

(3 × 2) 6

2.10
- Action
- Objects
- Symbols
- Facial expression (Any ONE) (1)

[50]

QUESTION 3

3.1
- Reward your achievements.
- Establish the problem with your self-image.
- Measure your current image against the company image standard to ensure you are compliant.
- Aim for a positive outlook on life.
- Pat yourself on the back when you are successful.
- Control your feelings. (Any applicable answers 4 × 1) (4)

3.2
- Identify your stressors.
- Exercise regularly.
- Follow a sensible, healthy and balanced diet.
- Take leave regularly.
- Give up smoking and limit your alcohol intake.
- Get sufficient sleep.
- Organise yourself.
- Build a reliable support system. (Any 5 × 1) (5)

3.3
- Answer within three rings.
- Smile when talking on the phone.
- Always identify your establishment before engaging with the customer.
- Listen attentively and do not interrupt while the customer is speaking.
- Direct calls to the relevant person as soon as possible.
- Have a pen and paper ready to take down any special information.

(Any 4 × 1) (4)

3.4 Sir (2)

3.5
- Take care of your personal hygiene.
- Use antiperspirants or deodorants.
- Apply make-up neatly and subtly.
- No tattoos should be visible.
- Wear a clean, ironed uniform.
- Avoid excessive jewellery.
- Fresh breath is important – brush your teeth regularly and visit the dentist regularly.
- Hands must be well manicured. (Any 5 × 1) (5)

3.6 3.6.1 Ethnocentricity is believing that the culture you belong to is superior to other cultures.

3.6.2 Perception is the mental idea or picture you form when encountering something new.

3.6.3 Stereotyping is when you associate a negative trait with a person, just because that person belongs to a certain group.

3.6.4 Discrimination is unjust treatment of people belonging to certain groups. For example, if as a non-Jew you prefer not to organise tours to Israel or you do not like to serve food to people of a certain culture because you do not like their cultural behaviour when you serve them food.

(4 × 2) (8)

3.7
- The sender pays for every word in the message, so conciseness is important.
- Omit function words such as ‘the’, ‘an’ and ‘a’ and personal pronouns such as ‘I’, ‘you’, ‘we’ and ‘they’, except when doing so makes the message unclear.
- Figures are acceptable, but where confusion might arise, they are written as words.
- Postal codes are not used in telegrams.
- No salutation is used and STOP is indicated only if there might be confusion of sentences.
- No complimentary close is used and titles are omitted.
- Write in clear, neat, legible block letters and omit any punctuation in the message.
- When the message is started with a verb, it is easier to fit the message into one sentence. (Any 5 × 1) (5)

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3.8.1
- To convey information
- To encourage action
- To express yourself (Any relevant answers) (3)

3.8.2
- The form should be filled out completely and accurately.
- The message should be taken down concisely in shorthand or in clear sentences.
- It should contain all the 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, as the person who receives the message might want to ask you something about the content of the message.

(Any relevant answers) (4)

3.9 3.9.1 A quotation is written communication sent by the establishment to the prospective client in response to his/her needs, indicating the cost of the service.

3.9.2 A telephone message is the information written down to be passed on to someone else. The person answering the phone takes the message.

3.9.3 A telegram is an example of a core message. It is used as a quick and efficient method of conveying a message.

3.9.4 A business letter is a formal message that is written down or printed. It is usually directed to a company with a subject line and two addresses.

3.9.5 A price list is a list of items, e.g. groceries or stationery, with the stipulated price of each item/selling price.

(5 × 2) (10)
[50]

QUESTION 4

4.1
- Intension and purpose – of the correspondence
- Target and audience – with whom we want to communicate
- Time and period – when we communicate
- Place and platform – where we communicate
- Content and message – what we are communicating
- Form and tone – how we communicate (6)

4.2
- Letterhead
- Date line
- Reference number
- Attention line
- Receiver's name and title
- Heading of content
- Signature
- Writer's rank or position (Any 4 × 1) (4)

4.3 Business letter (2)

4.4
- The relationship between a caterer and a supplier should not only benefit both parties, but should also be effective. This could be achieved by having open communication channels.
- The supplier should always meet a caterer's specifications.
- The supplier must always provide quality products.
- The caterer must be able to pay the supplier the agreed amounts for products provided as per the agreed specifications. (Any relevant answers) (4)

4.5
- Employer clearly outlining employees' duties
- Employer giving feedback to employees based on their duties performed
- Both parties working according to the contract of employment
- Employees complying with the rules of the company
- Provision of training when needed
- Employer ensuring that there are tools and equipment available for team members (Any relevant answers) (6)

4.6
- Ensures that information is available to everyone
- Helps with scheduling of events
- Eliminates the risk of omission
- Details important information (Any relevant answers) (4)

4.7.1 The quality of a team member of being trustworthy or of performing consistently well (Any relevant answer) (2)

4.7.2
- Employees are happier in such an environment
- Team members perform at their peak
- Increased productivity
- Improved morale among the team
- Ability to work more effectively as a team, rather than individually
- Reduces time taken to make decisions and discuss key points, as each individual trusts in the expertise of his/her colleagues

(Any relevant answers 4 × 1) (4)

4.8
- Space✓ – Example: In Western cultures, people do not appreciate other people in their intimate space, while African and Asian cultures do not find this uncomfortable.✓
- Time✓ – Example: In Western cultures, time is greatly valued and high priority is attached to punctuality when making and keeping appointments, being on time for work and meetings, and completing tasks in the shortest possible time.✓
- Territoriality✓ – Example: Western cultures tend to be more territorial with regard to geographical regions, knowledge and property than African cultures.✓
- Kinesics✓ – Example: Greeks and Turks are in general extremely hospitable to visitors.✓

(4 × 2) (8)

4.9
- Layout
- Language
- Content
- Style
- Technical aspects
- Register (6)

4.10 4.10.1 Interpersonal skills are also called human skills and involve the ability to work with people.

4.10.2 Technical skills refer to the ability to use utensils or equipment with confidence and proficiency.

(2 × 2) (4)
[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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