higher education & training

Department:
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REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

CATERER CLIENT RELATIONS N5

(10070295)

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This question paper consists of 10 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
CATERER CLIENT RELATIONS N5
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 black or blue pen.
6. Write neatly and legibly.

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SECTION A

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 When communication takes place between two departmental managers in which job jargon is used:

A Horizontal communication
B Upward communication
C Downward communication
D Informal communication

1.1.2 Conflict management should be a skill that … have grasped.

A customers
B junior staff
C managers
D team members

1.1.3 A communication tool that advises the customer on what the restaurant has to offer:

A Memorandum
B Catering
C Main dish
D Menu

1.1.4 Treatment given to a person based on your perception of him/her:

A Verbal communication
B Connotation
C Prejudice
D Denotation

1.1.5 Punctuality is when a person …

A leaves work on time.
B arrives at work on time.
C is lazy.
D is neatly dressed.

1.1.6 Meeting clients' needs involves …

A listening with interest.
B written communication.
C not smiling.
D talking in a high voice.

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1.1.7 Telling the people the truth while being mindful of their reactions and feelings is an example of … communication.

A interpersonal
B mass
C extra-personal
D tactful

1.1.8 The integral role of everyone in the management team is …

A leading.
B controlling.
C decision making.
D communication.

1.1.9 Conflict within a group in the workplace is caused by …

A practising diplomacy.
B different goals.
C the absence of a cafeteria.
D listening with empathy.

1.1.10 The management task that ensures that each department functions effectively towards achieving the company goal:

A Decision making
B Coordination
C Maintaining discipline
D Motivation

(10 × 1) (10)

1.2 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

1.2.1 Interviewing is not one of the communication processes.

1.2.2 Direct oral communication occurs when there is maintained eye contact throughout the conversation.

1.2.3 The communicator or sender's venue may be the office, his/her home or even his/her car.

1.2.4 Non-verbal communication is the use of behaviour, action, objects, symbols or graphics to convey meaning.

1.2.5 Proxemics is the study of distance or space.

1.2.6 Verbal communication involves the use of words in getting a message across.

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1.2.7 A clear, strong voice is necessary when conveying your message.

1.2.8 Interpersonal communication is done with yourself.

1.2.9 The sender is the source of information or the communicator.

1.2.10 Communication can be defined as a three-way process whereby information is sent from two persons.

(10 × 1) (10)

1.3 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–M) next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.3.1	Transmitting a message to a large scattered audience	A	interpersonal communication
1.3.2	Communication through which people exchange information through verbal and non-verbal messages	B	mass communication
1.3.3	Communication between human beings and non-human entities	C	intrapersonal communication
1.3.4	Communication occurring in the mind of an individual	D	extra-personal communication
1.3.5	The internal drive activating, regulating and maintaining our most important actions	E	top-down communication
1.3.6	The activities of a group to achieve a common goal must be organised to achieve this goal effectively	F	leading
1.3.7	Systematic process by which managers compare actual performance with set plans	G	control
1.3.8	Forms the basis of all management tasks	H	planning
1.3.9	The process of influencing people in such a way that they positively and enthusiastically participate in performing tasks to achieve goals	I	motivation
1.3.10	The disruption or breakdown in normal functional relationships between two groups or units in an organisation	J	organisation
		K	thinking
		L	conflict
		M	brainstorm

(10 × 2) (20)

1.4 Choose the correct word or words from those in brackets. Write only the answer next to the question number (1.4.1–1.4.10) in the ANSWER BOOK.

1.4.1 A (protocol/agenda) is the official procedure or system of rules governing the affairs of an organisation.

1.4.2 A (trust/supplier) is a company that provides the business with raw material.

1.4.3 An (interview/discussion) is a formal meeting at which somebody is asked questions to determine whether he/she is suitable for a job or course.

1.4.4 A (concept mechanism/defence mechanism) is a more effective mechanism than violence.

1.4.5 (Conceptual ability/Technical ability) is required to perform specialised tasks that require a special skills set.

1.4.6 A (fax/telegram) message is usually written on a printed form.

1.4.7 (Connotation/Denotation) refers to a literal meaning.

1.4.8 (Tact/Punctuality) is a keen sense of what to say or do to avoid giving offense.

1.4.9 (Conflict/Stress) is a state of mental tension and worry caused by problems in your life and work.

1.4.10 (Kinesics/Proxemics) is face-to-face communication that can be seen and does not depend on words.

(10 × 1) (10)
[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1 Why is effective communication important when doing the following?

2.1.1 Dealing with a complaint from a client

2.1.2 Responding to an enquiry

(2 × 2) (4)

2.2 Explain the difference between *etiquette* and *protocol*. (2 × 3) (6)

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2.3 Employees should know how to address problems with management. How should the following situations be handled?

2.3.1 You are wrongly accused of misconduct. Would you lodge a *grievance procedure* or a *disciplinary procedure*? (2)

2.3.2 Motivate your answer to QUESTION 2.3.1 and distinguish clearly between the TWO procedures. (2 × 2) (4)

2.4 List FOUR requirements for successful planning. (4)

2.5 In the hospitality industry it is important for the management team to make all decisions. Authority and responsibility may have to be delegated to subordinates to enable them to make certain decisions and perform tasks effectively.

2.5.1 Name THREE elements of delegation. (3)

2.5.2 Name FIVE principles of delegation required in the work situation. (5)

2.6 Employees in the hospitality environment need to have good personal qualities.

List SEVEN characteristics that influence conduct. (7)

2.7 Give TWO examples of the following as applicable in the hospitality industry:

2.7.1 Written communication

2.7.2 Oral communication

(2 × 2) (4)

2.8 Name FOUR ways in which the success of communication can be measured. (4)

2.9 Define the following terms:

2.9.1 Evaluation

2.9.2 Verbal communication

2.9.3 Motivation

(3 × 2) (6)

2.10 Give ONE example of non-verbal communication that illustrates the emotion of sadness. (1)

[50]

QUESTION 3

3.1 If you realise that you may have a problem with your self-image, which FOUR tips could be followed to improve your self-image? (4)

3.2 State FIVE points that may assist in lowering your stress level. (5)

3.3 The telephone is one of the tools used by a business to achieve customer satisfaction and serves as a communication channel.

List FOUR hospitality industry acceptable standards when answering the phone. (4)

3.4 What title would you use for an older man, who is senior to you, when addressing him according to protocol? (2)

3.5 State FIVE points on personal care that everyone should adhere to. (5)

3.6 Explain why the following can cause problems in intercultural communication and give a client service-related example of each:

3.6.1 Ethnocentricity

3.6.2 Perception

3.6.3 Stereotyping

3.6.4 Discrimination

(4 × 2) (8)

3.7 List FIVE points to remember when writing a telegram. (5)

3.8 Effective communication entails sending the message of the sender as accurately as possible to the receiver. The writer must know and understand words and their meanings.

3.8.1 State THREE functions of language. (3)

3.8.2 Give FOUR tips on taking down telephone messages. (4)

3.9 Define the following terms:

3.9.1 Quotation

3.9.2 Telephone message

3.9.3 Telegram

3.9.4 Business letter

3.9.5 Price list

(5 × 2) (10)
[50]

QUESTION 4

4.1 Give SIX guidelines for effective business and advertising correspondence. (6)

4.2 List FOUR components that should be included in a letter written as formal communication. (4)

4.3 Name the document given below:



Creative Catering
Est.1988

Creative Catering
By Chef Ron & Lynn DeLeonardis
Celebrating our 21st year serving New York!
We are a Full Service Event Company
Office (315) 453-5555

Dear Future Client,

Creative Catering is celebrating its 21st year in business. We are a full service company with many unique ideas. Off premise catering is our specialty. We have successfully catered over **3500 events** & have served more than **half a million meals**! We have catered events all over New York State from 20 to 8000 people. We maintain the highest quality and standards in Customer Satisfaction!

Some of Our Clients include:
I.B.M., Lockheed Martin, Niagara Mohawk, American Red Cross, St. Joseph's Hospital, Ogden Martin, Valvoline, Carrier, Sheraton, Verizon, Syracuse University, Conrail, Governor George Pataki, Senator Hillary Clinton, and The Rolling Stones to name a few.

When you call Creative Catering you are dealing with a Professional Special Events Company. We offer quite a few services including Event Themes, Tents & Rentals, Desserts, Entertainment, Linens, Floral, Limousines, plus much more. Creative Catering will make your next event a memorable one. We believe that each function is special, for that reason **most of the menus we prepare are custom proposals**.

(2)

4.4 Discuss the relationship between the caterer and a supplier in the hospitality industry. (2 × 2) (4)

4.5 Which SIX points would ensure a successful relationship between an employer and employees? (6)

4.6 State FOUR benefits of using a daily diary in the catering industry. (4)

4.7 The catering industry needs competent employees who are skilled and well trained for their jobs.

4.7.1 Define the term *reliability*. (2)

4.7.2 Explain the importance of reliability in a catering establishment. (4)

4.8 There are certain general aspects of communication that should receive deliberate attention in a multicultural communication situation.

List FOUR non-verbal cues among different cultures and give ONE example of each. (4 × 2) (8)

4.9 List SIX factors that influence the components of a letter. (6)

4.10 Explain your understanding of the following skills in a hospitality establishment:

4.10.1 Interpersonal skills

4.10.2 Technical skills

(2 × 2) (4)
[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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