higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

CATERER CLIENT RELATIONS N5

20 NOVEMBER 2019

This marking guideline consists of 8 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 Facsimile
1.4.7 Denotation
1.4.8 Tact
1.4.9 Stress
1.4.10 Kinesics

(10 × 1) (10)

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1 2.1.1
- You have to determine the cause of the complaint.
- Get to the root of the problem and decide on the correct follow-up or action to be taken.

2.1.2
- Acknowledge the enquiry and respond immediately.
- Determine the client's needs.
- Follow up if necessary.
- Promote goodwill. (Any 2 × 1)

(2 × 2) (4)

2.2
- Functional conflict is constructive and has positive results,✓✓ for instance, when management agrees to flexi-time after employees complained about long working hours.✓
- Dysfunctional conflict is destructive and has negative results,✓✓ for example, if a strike leads to the death of several workers.✓ (6)

2.3 2.3.1 I will initiate a grievance procedure. (2)

2.3.2
- A grievance procedure is initiated by an employee who is dissatisfied with management.
- A disciplinary procedure addresses the misconduct of an employee. (2 × 2) (4)

2.4
- Plans should be flexible and adaptable according to changing circumstances.
- People involved in planning should understand and accept the plans.
- Planning should be implemented throughout the enterprise.
- Plans should indicate the methods and procedures to achieve goals.
- The best plans consider the available resources before new methods are considered. (Any 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 delegate the task.
- Clarify then desired results.
- Clearly define the employee responsibility and authority as it reacts to delegated tasks.
- Establish a follow-up. (5)

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

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

2.7.2
- Requesting for a booking complaint at the counter.
- Telephone conversation.
- Interview.
- Meeting. (Any 2 × 1)

(2 × 2) (4)

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 - is carefully collecting and analysing in order to make a decision or is closely related to performance management which included identifying measures to assess progress towards achieving results.

2.9.2 Verbal communication - involves the use of words in speaking, listening and writing.

2.9.3 Motivation - is that group of factors which determines and directs an organism's behaviour.

(3 × 2) (6)

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2.10
- Action.
- Objects.
- Symbols. (Any 1 × 1) (1)

[50]

QUESTION 3

3.1
- Recognise your strengths and weakness, and be realistic.
- Encourage yourself to be successful.
- Pat yourself to the back when you have succeeded.
- Control your feelings. (4)

3.2
- Identify your stressors.
- Exercise regularly.
- Follow a sensible, healthy and balanced diet.
- Take a holiday regularly.
- Give up smoking and limit your alcohol intake.
- Get sufficient sleep.
- Organise yourself.
- Build a reliable support base.
- Voluntary comments in mass media.
- Test and examinations. (Any 3 × 1) (3)

3.3
- Good morning/afternoon.
- Travel options.
- Maria speaking.
- How may I help you? (4)

3.4 Etiquette is the conventions related to courtesy observed by the community, in other words, the prescribed norms of conduct. (2)

3.5
- Take care of your personal hygiene.
- Use an anti-perspirant or a deodorant.
- Apply make-up tastefully and delicately.
- A fresh breath is important. Therefore, brush your teeth twice a day and visit the dentist regularly.
- Long nails must be well manicured. (5)

3.6 3.6.1 Ethnocentricity is the belief that your culture✓ is superior✓ to other cultures.

3.6.2 Perception is a mental idea or picture you have when your encounter something unfamiliar.

3.6.3 Stereotyping is when you automatically attribute some negative trait to someone purely because he or she belongs to a certain group.

3.6.4 Discrimination is steering clear of certain race or cultural groups. For example, a non-Jew tour operator who does not to organise tours to Israel or a restaurant owner who refuses to serve food to people of a certain race because she hates their cultural behaviour. (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 like I, you, we, he, she, they, except if omitting them makes the message unclear.
- Figures are acceptable. If 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 closing is used. Titles are omitted.
- Write in clear, neat, legible block letters and omit any punctuation in the message.
- Complete the telegram in block letters.
- A message starting with a verb is easier to fit into one sentence.

(Any 7 × 1) (7)

3.8 3.8.1
- To convey information.
- To encourage action.
- To express. (3)

3.8.2
- The form should be filled out completely and accurately.
- The message should be taken down concisely but in incomplete, clear sentences.
- It should contain all necessary information and the message should reach the right person as soon as possible.
- Do not sign the form, write only your name and surname legibly.
- The person who receives the message might want to ask you something about the content of the message. (Any 4 × 1) (4)

3.9 3.9.1 A quotation is a group of words or short piece of writing taken from a book, a play or a speech.

3.9.2 Telephone message is written when the person whom the caller wants to speak to is unable to take it. The person answering the phone later conveys the message to him/her.

3.9.3 Telegram is an example of a core message, abbreviations are used. A telegram is a quick and efficient method of conveying a message.

3.9.4 Business letter is a formal written or printed message. It is usually addressed to a company or business and contains a subject line and two addresses.

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3.9.5 Price list is a list of items such as groceries or stationary 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 – who we want to communicate with.
- Time and period – when we communicate.
- Place and platform – where we communicate.
- Content and message – what we communicate.
- 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
- Organising helps to achieve the objective of the business.
- Organising benefits the business by making arrangements to determine what activities will be carried out, what resources will be needed, and who will perform which activity of the task. (2 × 2) (4)

4.4 The relationship between a caterer and a supplier should benefit both parties. The communication channel between them should be open at all times.✓ The supplier must be able to meet the caterer's specifications.✓✓ The caterer must pay the supplier the agreed amount for the products provided according to the caterer's specifications.✓ (4)

4.5
- The employer clearly outlines the duties of the employee.
- The employer gives feedback about the employee's performance.
- Both parties keep to the contract of employment.
- The employee complies with the rules of the company.
- Training is provided if the employee needs it.
- The employer provides the employee with the necessary tools and utensils. (6)

4.6
- A diary ensures that information is made available to every employee.
- It helps with the scheduling of events.
- A diary eliminates the risk of omissions.
- It details information. (4)

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4.7 4.7.1 A job interview is a formal meeting to evaluate an applicant's qualifications. (2)

4.7.2
- Persuasion interview
- Sales interview
- Information interview
- Unstructured interview
- Stress interview
- Behavioural interview
- Problem solving or case interview
- Panel Interview (Any 4 × 1) (4)

4.8 Space✓ – In western culture, people do not tolerate others in their personal space. In African and Asian culture, people do not find an invasion of their personal space uncomfortable.✓

Time ✓ – In western culture, punctuality is important. Being on time for work and meetings, and completing tasks in the shortest possible time are highly valued.✓

Territoriality✓ – Certain cultural groups feel that they not only occupy but also own a particular area or geographic region.✓

Kinesics✓ – Greeks and Turks are extremely hospitable to visitors.✓ (4 × 2) (8)

4.9
- Planning
- Organising
- Control
- Leadership (4)

4.10 4.10.1 Interpersonal skills, also called human skills, is the ability to handle people well.

4.10.2 Technical skills refer to the ability to use utensils or equipment competently to complete a task.

(2 × 2) (4)
[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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