higher education & training

Department:
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REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

CATERER CLIENT RELATIONS N5

(10070295)

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
CATERER CLIENT RELATIONS N5
TIME: 3 HOURS
MARKS: 100

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 question on a NEW page.
5. 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 amongst members of the same group on the same hierarchical level we call it:

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

1.1.2 A technique of conflict resolution includes:

A Interactivity groups
B Cohesiveness
C Taking charge in an authoritarian way
D Group thinking

1.1.3 A list of the dishes to be served during a meal is called:

A A set menu
B Catering
C The main dish
D A menu

1.1.4 A preconceived opinion or bias is called:

A Oral communication
B Connotation
C Prejudice
D Denotation

1.1.5 Punctuality is when a worker:

A Asks questions
B Finishes his or her work on time
C Is lazy
D Wears neat clothes

1.1.6 Client needs involve the following:

A Listening with interest
B Communicating in writing
C Not smiling
D Speaking with a high-pitched voice

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1.1.7 A person talking to him- or herself is an example of …

A Interpersonal communication
B Mass communication
C Extra personal communication
D Intrapersonal communication

1.1.8 … is a key basic managerial task.

A Leading
B Controlling
C Decision making
D Communication

1.1.9 … is/are the cause of conflict at organisational and group level.

A Diplomacy
B Different goals
C Lack of a cafeteria
D Listening with empathy

1.1.10 Which management task ensures that the departments and work teams in an organisation work together to achieve the primary objectives of the organisation?

A Decision making
B Coordination
C Maintaining discipline
D Motivation

(10 × 1) (10)

1.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write 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 elements of the communication process.

1.2.2 Oral communication occurs when eye contact is maintained throughout a conversation.

1.2.3 A communicator or sender can be in his office, his home or even his car.

1.2.4 Non-verbal communication uses 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 when speaking, listening and writing.

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

1.2.8 Interpersonal communication involves one person.

1.2.9 A sender or communicator is the source of information.

1.2.10 Communication can be defined as a three-way process whereby information is sent by 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–L) 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 and 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 humans and non-humans	C	intrapersonal communication
1.3.4	Communication occurring in the mind of an individual	D	extrapersonal communication
1.3.5	The internal drive activating, regulating and maintaining our 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	F	leading
1.3.7	A systematic process in 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	Influencing people in such a way that they perform their tasks with great enthusiasm to achieve their goal	I	motivation
1.3.10	A breakdown in the relationship between two groups or units in an organisation.	J	organisation
		K	thinking
		L	conflict

(20)

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

1.4.1 (Protocol/Addressing) is the official procedure or system of rules governing the affairs of organisations.

1.4.2 (Trust/Supplier) is a person or company that delivers goods.

1.4.3 (Interview/Neutral venue) a formal meeting during which a person is asked questions to determine his or her suitability for a certain job or study.

1.4.4 (Concept/Defence mechanism) is a more effective defence than violence.

1.4.5 (Conceptual ability/Technical ability) is the working through with a client and the compilation of a complete document.

1.4.6 (Facsimile/Telegram) message is usually on a printed form.

1.4.7 (Connotation/Denotation) is the literal meaning of a word.

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

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

1.4.10 (Kinesics/proxemics) is visible face-to-face communication that does not depend on words.

(10 × 1) (10)

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1 Why is effective communication important in the following?

2.1.1 Dealing with a client's complaint

2.1.2 Responding to an enquiry

(2 × 2) (4)

2.2 Explain the difference between functional and dysfunctional conflict and give an example of each. (2 × 3) (6)

2.3 Employees should know how to address the problems they have with management. What will you, as an employee, do in the following case?

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

2.3.2 Substantiate the answer in 2.3.1 by distinguishing between the TWO procedures. (4)

2.4 List FOUR requirements for successful planning. (4)

2.5 In any large organisation, and also in the hospitality industry, one person cannot make all decisions. Therefore, authority and responsibilities are delegated to subordinates to make certain decisions and perform certain tasks.

2.5.1 Name THREE elements of delegation. (3)

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

2.6 Communication can be defined as a two-way process whereby information is sent from one person along a channel to another who, in turn, reacts by giving feedback.

List SEVEN elements of communication. (7)

2.7 Give TWO examples of the following terms used 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)

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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 indicates sadness. (1)

[50]

QUESTION 3

3.1 Give FOUR hints for improving a poor self-image. (4)

3.2 State THREE ways to reduce stress. (3)

3.3 The telephone rings in the office and Maria answers it.

List FOUR ways in which she should answer the call. (4)

3.4 Define the term *etiquette*. (2)

3.5 State FIVE aspects of personal care that Maria should pay attention to. (5)

3.6 Explain the following terms which can cause problems in interracial communication.

3.6.1 Ethnocentricity

3.6.2 Perception

3.6.3 Stereotyping

3.6.4 Discrimination

(4 × 2) (8)

3.7 List SEVEN points to remember when writing a telegram. (7)

3.8 Effective communication means that the sender transmits his ideas as exactly as possible to the receiver. For this reason, the sender must know the exact meaning of words.

3.8.1 State THREE functions of language. (3)

3.8.2 Give FOUR hints for taking down a telephone message. (4)

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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 parts of a letter as a written form of communication. (4)

4.3 Name TWO benefits of organising as one of the management tasks. (2 × 2) (4)

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

4.5 Name SIX characteristics of a good relationship between an employer and an employee. (6)

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

4.7 The catering industry needs competent employees, employees who are skilled and well trained for the job.

4.7.1 Define the word *work interview*. (2)

4.7.2 Name FOUR other types of interview. (4)

4.8 In multi-cultural communication we should pay attention to certain aspects of communication.

List FOUR non-verbal cues and give ONE example of each that is unique to a specific culture. (4 × 2) (8)

4.9 List FOUR basic managing tasks that are important in the workplace. (4)

4.10 Imagine that you are a hotel manager. Explain the following terms:

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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