higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

CATERER CLIENT RELATIONS N5

23 October 2020

This marking guideline consists of 10 pages.

Copyright reserved

SECTION A

QUESTION 1

1.1	1.1.1	J	
	1.1.2	A	
	1.1.3	D	
	1.1.4	H	
	1.1.5	B	
	1.1.6	C	
	1.1.7	E	
	1.1.8	F	
	1.1.9	G	
	1.1.10	I	
		(10 × 1)	(10)
1.2	1.2.1	True	(1)
	1.2.2	True	(1)
	1.2.3	False.✓ Neatness is when a person wears tidy clothes that suit the work station.✓	(2)
	1.2.4	False.✓ Stereotyping is also known as labelling and generalisation of a group.✓	(2)
	1.2.5	False.✓ A business letter should be arranged logically, coherently without using slang.✓	(2)
	1.2.6	True	(1)
	1.2.7	True	(1)
	1.2.8	True	(1)
	1.2.9	False.✓ Verbal communication involves the use of words in speaking and listening.✓	(2)
	1.2.10	False.✓ Dimensions of self-image is the make-up of a complete personality or entity or is the way people think of themselves.✓	(2)
			[15]
1.3	1.3.1	Kinesics	
	1.3.2	Stress	
	1.3.3	Tact	
	1.3.4	Denotation	

1.3.5 Facsimile

1.3.6 Technical ability

1.3.7 Defence mechanism

1.3.8 Interview

1.3.9 Supplier

1.3.10 Protocol

(10 × 1) (10)

1.4
1.4.1 B
1.4.2 A
1.4.3 C
1.4.4 D
1.4.5 A
1.4.6 B
1.4.7 B
1.4.8 C
1.4.9 D
1.4.10 A
1.4.11 B
1.4.12 C
1.4.13 D
1.4.14 C
1.4.15 A

(15 × 1) (15)
[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1
- Shaking hands
- Smiling
- Nodding (Any 1 × 1) (1)

2.2
- The relationship between a caterer and a supplier should be successful and benefit all parties
- There should be good communication channels between the caterer and supplier
- The supplier must be able to always meet the needs of a caterer by providing products/equipment according to the caterer's specifications
- The caterer must pay the supplier the agreed amounts for products provided as was agreed

(Any applicable answer) (4)

2.3
- Both parties must be represented
- Clearly outlining the needs of the caterer
- Establishing the offering by the supplier
- Ability to meet the caterer's demands
- Clear, open communication channels
- Outcomes of the interview agreed upon by both parties

(Any applicable answer) (6)

2.4
- Specifying the results one wishes to achieve
- Establishing control and limits
- Providing sufficient support
- Keeping up to date with the progress and focus on results rather than procedure
- Recognising a team member who successfully completes a task

(Any applicable answer) (4)

2.5
- It details information
- Eliminates the risk of omission and duplication of labour
- Helps with the scheduling of events
- It ensures that information is available to all the employees

(Any applicable answer) (4)

2.6 2.6.1
- Informs the customer what the establishment has to offer
- It is a marketing tool
- It is a communication tool with the customer
- Internally it becomes communication between the kitchen and the dining area (Any applicable answer)

2.6.2
- Information provided to the customer, based on their request from our business
- Communication tool between restaurant and customer
- Forms part of the sales contract between the catering establishment and the prospective client

(Any applicable answer)

2.6.3
- Correspondence between the business and the customer, outlying information that the customer might require from the business.
- Communication tool between catering establishment and client. (Any applicable answer)

(3 × 2) (6)

2.7
- Answer the phone according to company procedure.
- Be friendly towards the customer.
- Listen to what the customer has to say, by paying attention.
- Apologise to the customer for their experience.
- Advise the customer on the steps that the company will follow to solve the complaint; state whether your manager will be handling this complaint.
- Thank the customer for bringing the complaint to your attention.
- Decide what you are going to do and inform the client of the action that you will take.
- Ascertain whether it is the company's responsibility to make adjustments or whether the client is making a false claim.
- Decide whether you can deal with the complaint or whether it should be referred to a higher authority.
- Find out exactly what the complaint is.

(Any applicable answer) (5)

2.8
- The company's productivity may suffer
- It causes uncontrolled emotions that can disrupt meetings and discussions
- It destroys sensitivity
- It could cause groups to become impassive
- It could create deadlocks
- Sometimes it discourages the search for alternatives
- Obstacles are formed, which impede accurate listening
- A lot of time and energy is wasted
- It delays decision-making (Any 5 × 1) (5)

Copyright reserved

2.9
- Lighting
- Air conditioning
- Furniture
- Disturbances and interruptions
- Competition
- Security

(Any 5 × 1) (5)

2.10
- A shortage message can be completed on this form
- A fax message is usually on a printed form
- Both parties have a record of the document
- The copy received is an exact copy of the original document
- Messages are received automatically by the fax machine
- Speedy replies can be made and expected
- Communication takes place as quickly as a phone call

(Any 5 × 1) (5)

2.11 2.11.1 Facsimile – The fax is an exact copy, especially of written or printed material.

2.11.2 Memorandum – A memorandum is a short note which is always used within an organisation. The message is concise, it usually deals with one subject only and the purpose is to inform and remind staff members.

2.11.3 Business letter – Promotes and maintains goodwill, and to gain business. The letter is an important medium of communication.

2.11.4 Telegram – Is a quick and efficient method of conveying a message to anybody who has a postal address or a telephone.

2.11.5 Telex – Is a hardware/software solution that allows you to send faxes from your non-stop application to customers anywhere.

(5 × 1) (5)

[50]

QUESTION 3

3.1 3.1.1 Social behaviour and manners – Customs in one country may be very rude in other country, for example, Indian people never eat with their left hand; Don't point your toes in the direction of someone else – Chinese style.

3.1.2 Space – Is observed differently. People in Western cultures do not appreciate other people in their intimate space. African and Asian cultures do not find that uncomfortable.

3.1.3 Kinetics – Gestures are observed differently in different cultures. Some gestures often used in one sphere, may be observed as rude or offensive in another.

(3 × 1) (3)

3.2
- Answer within 3 rings
- Identify the establishment that the customer has called
- Smile, in order for you to sound friendly
- Have a note pad and pen at hand to make notes
- If cut off, the caller should call back if necessary
- Do not disclose sensitive or confidential information
- If the line of the person that you want to speak to is engaged, enquire whether the person will like to hold on or to call back later
- Determine who you are talking to and why (Any 5 × 1) (5)

3.3
- Hands must be well manicured
- Hair must be neat and tidy
- Fresh breath is important
- Brush teeth regularly and visit dentist regularly
- Apply make-up neatly and subtly
- Use antiperspirant or deodorant
- Take care of personal hygiene (Any 5 × 1) (5)

3.4 3.4.1 Perception – The mental idea or picture one forms when encountering something new.✓✓
E.g. Americans still believe that one sees lions in the street of Johannesburg.✓ (Any applicable answer)

3.4.2 Stereotyping – One associates a negative trait with a person just because that person belongs to a certain group.✓✓
E.g. The Scottish are stingy.✓ (Any applicable answer)

3.4.3 Ethnocentricity – Believing that the culture you belong to is superior to that of other cultures.✓✓
E.g. The English way of doing things is the only way to do it.✓

3.4.4 Discrimination – Behaviour where one tends not to deal with certain groups.✓✓
E.g. A short person cannot be choir master.✓
(Any applicable answer)

(4 × 3) (12)

Copyright reserved

3.5
- Handle the customer with respect
- Remain calm throughout the interaction
- Get help if you experience challenges regarding language
- Be available to supply information
- Remain polite
- Be friendly and considerate (Any 5 × 1) (5)

3.6

CONTROL	LEADERSHIP
• Controlling means to have planning and performance coincide. • Minimise discrepancy between what is planned and the actual achievement ensuring that activities are carried out accurately.✓ • Process designed to keep deviation from planned activities, to ensure that the organisations' aims are achieved.✓	• Being at the forefront to co-ordinate human resources and performance to accomplish the goal.✓ • Direct the behaviour and influence subordinates towards the standards of the company.✓ • Leadership gives authority.✓

(Any applicable TWO each) (3 × 2) (6)

3.7
- Organising helps one 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 complete the different activities of the task.✓✓ (2 × 2) (4)

3.8 Delegation – Involves the allocation of duties, authority and responsibility to subordinates with the purpose of easing the manager's functions; making a more meaningful division and making more efficient performance of work possible.✓✓ (2)

3.9 3.9.1 Technical skills – Refers to the ability to use utensils or equipment with competence and to be able to perform a task.✓✓

3.9.2 Interpersonal skills – Also called human skills, which involves the ability to work with people.✓✓

(2 × 2) (4)

3.10
- Conceptual skills are the skills that a manager would need to be able to solve difficult problems within the food establishment.✓✓
- This skill, usually used by the manager, is to take the entire company into account to best develop a plan for the business's success.✓✓

(Any applicable answer) (4)

[50]

QUESTION 4

4.1 Stress is a state of mental or emotional strain (2)

4.2
- Makes customer feel important
- Empathy begins with effective listening
- Highlights the customer's needs
- Reduces miscommunication
- Improves customer service (Any 4 × 1) (4)

4.3
- Helps the business to plan, based on client's likes
- Helps the business to provide clients with accurate and relevant information
- It gives the business a competitive edge over other businesses
- It makes the client feel important
- It eliminates room for error
- It reminds us what the clients likes (Any applicable answer) (6)

4.4
- Pay attention to the customer talking on the phone.
- Be friendly at all times.
- A follow-up conversation with a client enables you to find out if there is any other query that may be resolved.
- It is therefore also vital to realise that every person in the hospitality industry is important.
- In the tourism and hospitality industry, feedback from your receiver is important.
- To be fully effective, communication must be heard and understood while listening to the speaker.
- Repeat to the client what you have heard and understood while listening to him/her.
- Capture the message.
- Explain the reason for taking down the message.
- Your efficiency as a sender depends on your general control of language, but especially upon your knowledge of vocabulary.
- You must be able to listen carefully. (Any 5 × 1) (5)

4.5 4.5.1
- Work pressure
- Changes in duties
- Changes within the organisation
- Heavy workload
- Long working hours (Any 5 × 1) (5)

4.5.2
- Chest pains and rapid heartbeat
- Insomnia
- Headaches
- Low energy level (Any 3 × 1) (3)

4.6
- Hair
- Health
- Clothing
- Appearance
- Posture
- Make-up (Any 3 × 1) (3)

4.7 4.7.1
- Body of message
- Address of where the telegram is received
- Date
- Receiver's name
- Sender's name (Any applicable answer) (5)

4.7.2
- The way the task is executed
- The feedback we receive from the receiver
- The body language and cues from the receiver

(Any applicable answer) (3)

4.8

ETIQUETTE	PROTOCOL
• Customary code of polite behaviour in society✓	• Established code of procedure or behaviour✓
• Rules of conduct, in various situations✓	• System of rules governing affairs of diplomatic occasions✓

(2 × 2) (4)

4.9 4.9.1
- Form and tone – How we communicate
- Content and message – What do we communicate
- Place and platform – Where we communicate
- Time and period – When do we communicate
- Intension and audience – Who we want to communicate with
- Intension and purpose – of the correspondence (6)

4.9.2
- 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)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

Copyright reserved