higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

CATERER CLIENT RELATIONS N5

(10070295)

23 October 2020 (X-paper)
09:00–12:00

Calculators may not be used.

This question paper consists of 11 pages.

299Q1B2023

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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 question on a new page.
5. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 Choose an item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–J) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1.1	Two-way process where information is sent through a channel from one person to another	A	motivation
		B	memorandum
1.1.2	When one has an inner drive that makes one willing to spend energy and make a persistent effort in order to reach a goal	C	organising
		D	posture
		E	conflict
1.1.3	Position in which one holds the body when standing or sitting	F	letterhead
1.1.4	Communication within one culture is the way in which the communication process is applied within one particular cultural group	G	delegation
		H	cultural communication
1.1.5	Short note that is always used within an organisation	I	non-verbal communication
1.1.6	Second step in the management process – deciding on how the organisation will implement the plan it has come up with	J	communication
1.1.7	Disruption or breakdown in normal functional relationships between two groups or organisational units in an organisation		
1.1.8	Name and address of a person, a company or an organisation printed at the top of their writing paper		
1.1.9	Allocation of duties, authority and responsibilities to various levels of subordinates in an organisation		
1.1.10	Transfer of information by means of behaviour, action, objects, symbols or graphics		

(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. Correct the statement if it is FALSE.

1.2.1 Extra-personal communication takes place when one communicates with a non-human such as an animal or a plant.

1.2.2 A perception is the way one thinks about or understands someone or something.

1.2.3 Neatness is displayed by cultural events and posture.

1.2.4 Stereotyping is when a cultural group has an overall perspective from which they view each other and interpret the world.

1.2.5 In writing a business letter one may include slang, abbreviations and lazy grammar.

1.2.6 The continuous management process consists of planning, organising, leading and controlling.

1.2.7 Complaints and queries are often a way in which existing problems are identified, especially in the hospitality industry.

1.2.8 The body of the letter contains several paragraphs containing the information that one wants to convey.

1.2.9 Verbal communication refers to the transfer of information by means of something other than language.

1.2.10 Dimension of self-image is the total pattern of behaviour unique to each individual and shows that person's value.

(15)

1.3 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

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

1.3.2 (Stress/Conflict) is a state of mental tension and worry caused by problems in one's life and work.

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

1.3.4 (Denotation/Connotation) is the literal meaning of words.

1.3.5 A (telegram/facsimile) message is usually on a printed form.

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1.3.6 (Technical ability/Conceptual ability) is to work through and compile a complete document with the client.

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

1.3.8 (Neutral venue/Interview) is a formal meeting at which somebody is asked questions to see if they are suitable for the job or study.

1.3.9 (Supplier/Trust) is a person or company that supplies goods.

1.3.10 (Addressing/Protocol) is the official procedure or system of rules governing an organisation's affairs.

(10 × 1) (10)

1.4 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 (1.4.1–1.4.10) in the ANSWER BOOK.

1.4.1 During the process of communication, … is sent from sender to the receiver, by means of verbal or nonverbal communication.

A the sender
B the message
C the receiver
D the feedback

1.4.2 The act of respecting the rules of the company and never stealing is referred to as being …

A honest
B perceptive
C motivated
D dimension

1.4.3 Using a pleasant voice during a telephone conversation, forms part of …

A adaptability.
B protocol.
C telephone etiquette.
D dress code.

1.4.4 The type of cross-cultural, non-verbal cues that help to administer privacy and maintain control.

A Kinesics
B Space
C Time
D Territoriality

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1.4.5 A quick and efficient method of conveying a message to anybody who has a postal address or telephone.

A A telegram
B A telex message
C A fax message
D A memorandum

1.4.6 The management task that ensures each department and its work team work together to achieve the primary objectives of the organisation.

A Motivation
B Co-ordination
C Maintain discipline
D Decision-making

1.4.7 A cause of conflict in an organisation and at group level could be ...

A not having a cafeteria.
B having different goals.
C listening with empathy.
D practicing diplomacy.

1.4.8 The additional management task.

A Controlling
B Communication
C Decision-making
D Leading

1.4.9 When individuals make comments to themselves.

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

1.4.10 When interacting with clients, the following is important:

A Listening with interest
B Not smiling
C Using a high-pitched voice
D Written communication

1.4.11 Punctuality refers to …

A being lazy.
B completing the given task on time.
C wearing neat clothes.
D asking questions.

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1.4.12 A negative, preconceived opinion of others, resulting in unfair treatment towards them.

A Oral communication
B Denotation
C Prejudice
D Connotation

1.4.13 A list of the dishes to be served at a meal.

A The main dish
B Catering
C Course
D Menu

1.4.14 Conflict resolution techniques may include …

A interacting groups.
B cohesiveness.
C authoritatively taking charge.
D group thinking.

1.4.15 When communication takes place among members of the same group, on the same hierarchical level, we refer to it as …

A horizontal communication.
B upward communication.
C downward communication.
D informal communication.

(15 × 1) (15)
[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1 State ONE non-verbal cue that may be used during communication. (1)

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

2.3 In which SIX ways would you ensure a successful sales interview between the supplier and caterer? (6)

2.4 How would you apply delegation as an additional management task? (4)

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

2.6 What functions do the following documents serve in a catering establishment?

2.6.1 Menu

2.6.2 Quotation

2.6.3 Business letter

(3 × 2) (6)

2.7 Complaints and enquiries are often considered as the way in which the supplier would gain knowledge of an existing problem, especially in the hospitality industry.

Which FIVE steps would you follow when dealing with a complaint by phone? (5)

2.8 Conflict can cause production to be slow, affecting profit levels and resulting in negative consequences in the workplace.

Name FIVE consequences of conflict in a work situation. (5)

2.9 List FIVE factors in a venue that could influence the presenter's message. (5)

2.10 Before e-mails were so popular, facsimile (fax) was the most popular form of speedy communication.

List FIVE advantages of using fax as a mode of communication. (5)

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2.11 Explain each of the following FIVE forms of written communication:

2.11.1 Facsimile

2.11.2 Memorandum

2.11.3 Business letter

2.11.4 Telegram

2.11.5 Telex

(5 × 1) (5)
[50]

QUESTION 3

3.1 Explain the importance of understanding the following concepts in order to ensure that effective cultural communication takes place in the catering establishment.

3.1.1 Social behaviour and manners

3.1.2 Space

3.1.3 Kinetics

(3 × 1) (3)

3.2 Which FIVE points should Suzan adhere to when handling incoming calls? (5)

3.3 Working in the reception area Suzan should ensure that she is always well groomed.

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

3.4 By giving an example for each, explain why the following could cause problems in inter-cultural communication:

3.4.1 Perception

3.4.2 Stereotyping

3.4.3 Ethnocentricity

3.4.4 Discrimination

(4 × 3) (12)

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3.5 Rehab orders a cup of cappuccino with extra cream, but to her surprise a cup of black coffee with fresh milk was brought to her. She intended to leave without paying for the beverage. Rehab was unhappy about this situation as she was still expected to pay for the cup of coffee although it was not what she had ordered.

In what FIVE ways would you handle a difficult customer? (5)

3.6 Tabulate THREE differences between *control* and *leadership*. (3 × 2) (6)

3.7 What are TWO benefits of organising as a management task? (2 × 2) (4)

3.8 Define the term *delegation*. (2)

3.9 Explain your understanding of the following skills in the restaurant environment.

3.9.1 Technical skills

3.9.2 Interpersonal skills

(2 × 2) (4)

3.10 Discuss the concept of *conceptual ability* in a catering establishment. (4)

[50]

QUESTION 4

4.1 Define the term *stress*. (2)

4.2 List FOUR reasons why listening to clients is important, when maintaining good client relations. (4)

4.3 Keeping record of clients' preferences and dislikes is a great tool in the hospitality business.

List SIX benefits of keeping these preferences. (6)

4.4 Mosima has recently been employed as a receptionist at MAGBO Hotel. Mosima needs a good set of skills to better equip her for the job function she will perform. A part of a receptionist's job is to answer the telephone, transfer calls, and take telephone messages correctly according to procedure.

Which FIVE rules should Mosima follow when taking a telephone message effectively in the workplace? (5)

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4.5 Stress is a condition that needs special attention in the workplace. Answer the following questions related to stress:

4.5.1 What are FIVE factors that could cause strain or stress? (5)

4.5.2 List THREE symptoms of stress. (3)

4.6 State THREE elements of self-image. (3)

4.7 Communication is a very important tool in the work environment:

4.7.1 Which FIVE pieces of information should be included in a telegram? (5)

4.7.2 In which THREE ways could the success of communication be measured? (3)

4.8 Tabulate the differences between etiquette and protocol. (2 × 2) (4)

4.9 Intercultural communication is important in the catering business.

Answer the following questions.

4.9.1 What are the SIX guidelines for effective business and advertising correspondence? (6)

4.9.2 List FOUR components that should be included in a letter written as a form of communication. (4)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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