higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

CATERER CLIENT RELATIONS N5

19 NOVEMBER 2018

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	True		
	1.1.2	False		
	1.1.3	False		
	1.1.4	True		
	1.1.5	True		
	1.1.6	True		
	1.1.7	False		
	1.1.8	True		
	1.1.9	False		
	1.1.10	True		
			(10 × 2)	(20)
1.2	1.2.1	A		
	1.2.2	C		
	1.2.3	B		
	1.2.4	E		
	1.2.5	D		
	1.2.6	F		
	1.2.7	I		
	1.2.8	G		
	1.2.9	J		
	1.2.10	H		
			(10 × 2)	(20)
1.3	1.3.1	B		
	1.3.2	B		
	1.3.3	D		
	1.3.4	B		
	1.3.5	C		
			(5 × 2)	(10)
				[50]

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SECTION B

QUESTION 2

2.1 2.1.1 Semantic barrier – Where the use of language leads to miscommunication.✓ For example the client can only speak French and the assistant only English/when words are mispronounced.✓

2.1.2 Physical barrier – Barriers outside the sender and receiver✓ for example aeroplane noise, poor telephone line, too loud music in the office.✓

2.1.3 Psychological barrier – emotional or personality traits may prevent effective communication✓ for example a person is distracted by a problem at home/person feels nervous during the consultation.✓

2.1.4 Physiological barrier – a physical disability✓ for example because of Mary was cold she could not hear what the client was saying.✓

2.1.5 Perceptual barrier – Messages are interpreted differently because of different perceptions✓ for example because Grace likes to go on cruises, she doesn't see the need for air travel.✓

(5 × 2) (10)

2.2 2.2.1 Acoustic semiology

2.2.2 Bodily movements

2.2.3 Kinesics/gestures

2.2.4 General appearance

2.2.5 Graphics/Pictogram

(5 × 1) (5)

2.3
- Physical needs
- Safety and society needs
- Need for love and acceptance
- Esteem and self-esteem
- Self-actualisation (5 × 1) (5)

2.4
- The choleric type/Controlling extrovert
- The sanguine type/entertaining extrovert
- The melancholy type/perfectionist introvert
- The phlegmatic/laid back introvert (4 × 1) (4)

2.5
- Emotions are observed by non-verbal signs body language of the person.
- Through body language and facial expression (2 × 1) (2)

2.6
- Has positive views of their self
- Accepts himself/herself as he is
- Judge their own and other people's ability realistically
- Capable of controlling their emotions
- Sets realistic, attainable goals
- Prepares to take calculated risks and the consequences thereof

(Any 4 × 1) (4)

2.7 2.7.1 Hygiene – You must be immaculately clean:✓ hair, teeth, nails, shower daily, use deodorants/antiperspirants.✓

2.7.2 Posture – Stand up straight, walk gracefully with confidence✓ and do not slouch when sitting/your posture must show confidence be alert and not too relaxed.✓

2.7.3 Health – To be healthy means that you must eat regular well balanced meals and get enough exercise and sleep.✓ When ill consult a doctor and if contagious, stay at home.✓

2.7.4 Loyalty – you will have to support the company management, colleagues and clients,✓ not to criticise them or gossip about them with the outside world.✓

2.7.5 Punctuality – You must be on time for work, meetings and adhere to schedules and deadlines.✓

(Any 5 × 1) (5)

2.8 2.8.1 A man is introduced to a woman outside of work/at work consider their positions.

2.8.2 When a person has a distinctive or professional tittle, it should be mentioned when introducing the person.

2.8.3 Make sure if the women is using her husband's surname or not. Introduce each one by the surname he/she is using.

(3 × 1) (3)

2.9 Etiquette – The conventional laws of courtesy✓ observed among members of the community prescribed norms of conduct✓ (2)

2.10 2.10.1 Volume – The message must be audible and clear, adjust your voice to the circumstances✓ and do not shout when you have difficulty in hearing the client.✓

2.10.2 Tempo – It is wise to speak a bit slower✓ than your usual tempo✓

2.10.3 Tone – The tone shows your emotion and attitude.✓ It should therefore be friendly, polite, considerate and interested✓

(3 × 2) (6)

2.11
- Indicate who you want to talk to
- Greet politely, identify yourself, your company and purpose of the call
- Have pen and paper ready to make notes
- Make sure you are speaking to the right person
- Dial the correct number and know which extension
- Have all the relevant information at hand
- Plan your call, know the purpose and the feedback required (Any 4 × 1) (4)

[50]

QUESTION 3

3.1 3.1.1 Prejudice – You form an opinion of an unknown person just because he/she belongs to a certain group and believes that he/she has certain personality traits.✓✓ A Roman catholic consultant does not like the person when he/she sees that he/she is a Muslim.✓

3.1.2 Discrimination – behaviour where you tend not to deal with certain groups✓✓ as an American you prefer not to work with an Afrikaans speaking person.✓

3.1.3 World view – It is the way you perceive the world and the way you believe things to be and to be done. But it varies from one person to person and from nation to nation.✓✓ What happens around the world influences us. But it must help you to understand the different ways in which people act and react. E.g. Sotho people may dress and behave differently from Zulu people.✓✓

3.1.4 Stereotyping – You associate a negative trait with a person just because that person belongs to a certain group.✓✓ e.g. Nigerians are underhand business people.✓

(4 × 3) (12)

3.2 3.2.1 If a word is mispronounced or the accent is placed on the wrong part of the word, it is not articulated correctly and therefore the receiver will not be able to understand the message.✓ You must ensure that you know how to articulate the words correctly.✓

3.2.2 Connotation – Is the secondary and not the direct or literal significance of a word or phrase. It can easily be misinterpreted.✓ Rather use the denotative or literal meaning of the message.✓

3.2.3 In South Africa with 11 official languages and as a service to international tourists speaking different languages✓ English should be used in the travel office.✓

(3 × 2) (6)

3.3
- Tsonga
- Teacher/facilitator or accessor.
- Methodist/Christian (Any 2 × 1) (2)

3.4 3.4.1 Time – Some people like western cultures see time and punctuality as very important. Time is money✓ other cultures like African and Mediterranean do not see time as that important. Tomorrow is another day.✓

3.4.2 Space – Western cultures like to uphold a certain space when communicating and do not like other people to move into their intimate zone✓ African and middle eastern cultures do not have a problem with others, even complete strangers to move into their intimate zone.✓

3.4.3 Kinesics – These are bodily movements that convey a message. Many of these movements are culture specific✓ and will be interpreted incorrectly by another culture or may even be offended by what the sender regards as an innocent gesture.✓

(3 × 2) (6)

3.5 Cultural communication – is the communication within one specific culture This communication is between people who share the same elements of culture (2)

Cross-cultural communication – Is between people who do not share the same culture and therefore differences in interpreting the message may occur (2)

3.6 Telephone message
ZANDELA HOTEL
Telephone message

To: Jane
From: Mrs Human
Date: 30 January 2017
Time: 10:00

Message

Mrs Human phoned✓ she said she phoned mike mkhize✓ on the number in your fax message✓ several times✓ The only reaction was that the number you have dialled, does not exist✓ would it be possible for you to contact him✓ as they would like to book the room for TWO nights√ from 15 to 16 February 2019.✓ She would also like to know where she could pay for the booking.✓ She appreciates your effort.✓

Message taken by /Boodskap genecm dear: Mary

LAYOUT	LANGUAGE	CONTENT
4* -1 per mistake or omission	**4* -1/2 per mistake**	**12 as indicated**

If the content is misinterpreted, no marks can be earned for layout or language. (20)
[50]

QUESTION 4

4.1
- Mrs Morgan should approach the company with a problem that was your fault. She must make sure that she has followed directions and be reasonable.
- She should save copies of all relevant papers and supply copies as proof when complaining.
- If she is complaining in person or on the telephone, she must plan a logic approach and have proof ready in the form of receipt numbers, dates etc.
- Address the complaint to the person in charge. Make sure of the person's name.
- She must establish the action she would like them to take.
- Always end on a positive note.
- Explain the complaint.
- She must keep a rapport. (Any 5 × 2) (10)

4.2
- Acknowledge the enquiry and respond immediately
- Determine the client's needs, supply the necessary information
- Follow up if necessary
- Promote goodwill
- Express appreciation for the enquiry
- Answer directly without being too apologetic
- Suggest alternative solutions. (Any 5 × 2) (10)

4.3 Functional conflict or constructive conflict refers to milder levels of conflict which usually leads to create problem solving, innovative thinking and improved conditions in the working environment. (2)

Dysfunctional (non-functional) or destructive conflict is a situation where levels of conflict are escalating and are destructive in nature. It leads to the business relations and poor productivity and negative organisational results. (2)

4.4
- Working conditions (crowded space)
- Conflicting personalities
- Poor/ineffective communication
- Training (and development)
- Competition of (qualifications) (Any 5 × 2) (10)

4.5 Grievance procedure – Is when an employee is dissatisfied with the manner in which he/she is treated by management/employer. (2)

A disciplinary action – Is launched by the management in reaction to misconduct of an employee. (2)

4.6
- It leads to absenteeism's
- Could result in resignations
- Strikes could follow/ different types of strikes
- Decreased productivity
- Sabotage
- Late arrivals for work (Any 2 × 1) (2)

4.7
- Do not replace staff who retire or resign
- Allow employees the option of early retirement
- Retain employees in other, positions may be at lower salaries
- Grant extended unpaid leave
- Cut back on overtime
- A shorter work-week (Any 5 × 1) (5)

4.8
- It is unwanted behaviour
- It is of sexual nature
- It is physical, verbal or non-verbal
- It affects the dignity of the harassed person at work or creates a negative or hostile environment for the person
- It has an element of coercion or abusive power implicit in such conduct. In other words, sexual attention becomes sexual harassment (5 × 1) (5)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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