higher education & training

Department:
Higher Education and Training
**REPUBLIC OF SOUTH AFRICA**

# MARKING GUIDELINE

## NATIONAL CERTIFICATE

## JUNE EXAMINATION

## APPLIED MANAGEMENT N5

## 3 JUNE 2013

**This marking guideline consists of 8 pages.**

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## QUESTION 1

1.1 Give ONE word/term:

1.1.1 Posting

1.1.2 "en suite"

1.1.3 Registration card

1.1.4 VAT

1.1.5 Traveller's cheque

1.1.6 Commission

1.1.7 Demi-pension

1.1.8 Floor limit

1.1.9 Off-peak season

1.1.10 Due date

1.1.11 VIP

1.1.12 EMT

1.1.13 Lead time

1.1.14 Deposit

1.1.15 Register

1.1.16 Contract

1.1.17 Drawer

1.1.18 Walk-in

1.1.19 Float

1.1.20 Symposium

1.1.21 Stop-go card

1.1.22 Back-to-back booking

1.1.23 Nett tariff

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1.1.24 Porter

1.1.25 Dishonoured cheque

(25 × 2) (50)
**[50]**

## QUESTION 2

2.1 SIX expected attitude rules from staff

- Punctual reporting for duty, may not be late
- No eating or drinking on duty, staff not allowed to use bar facility
- Staff must have product knowledge and give correct information to clients
- Staff must stand up straight and do not lean on counters.
- Staff must listen to guests, be friendly and helpful.
- Staff are not to be social with guests or visit them in rooms. No private favours to guests.

(6 × 2) (12)

2.2 A-B-C Approach

Automatic ✓ - basic room/price ✓
Table d hote menu ✓

Bettered ✓ - suites ✓
Expensive prices ✓
A la carte menus

Created ✓ – sell facilities like spa, bar, laundry, outings, sauna, etc. ✓✓

(3 × 3) (9)

2.3 Information on aliens

- Name and surname
- Passport
- Country of origin
- Address where they stay in their country
- Money unit paying with
- Next of kin
- Land of destination
- Food choices
- Reason for visiting our country
- Contact phone numbers
- Type of room wanted

(10 × 1) (10)

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2.4 Duties of a Manager

- In control of hotel and responsible for staff
- Handle cash and final accounts
- Handle difficult guests and problems
- See to it that hotel is clean at all times
- Responsible for discipline of staff
- In control of all departments (5)

2.5 2.5.1 Guests with stolen credit cards

- Make sure that the credit card is stolen by contacting the bank.
- Ask guest for identity document to make sure to whom the card belongs to.
- Compare signatures on document and back of card.
- Immediately inform manager on duty.
- Manager to contact police and bank (3)

2.5.2 Theft in room

- Listen attentively to guest
- Calm guest
- Make notes of stolen items
- Get all possible information from guest on where items were left/placed
- Inform manager on duty
- Ensure guest that investigation will take place (3)

2.5.3 Staff member slips and falls in kitchen

- Evaluate injuries
- Get medical help if necessary
- Mark area off if possible
- Immediately complete IOD (injury on duty) form (4)

2.5.4 Serving guest wrong order/meal in restaurant
Immediately call manager
Apologise to guest
Ask what problem is
Calm guest down and see that right order is on its way
Serve something VIP and on the house to guest to satisfy him (like desert for free) (4)
**[50]**

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## QUESTION 3

3.1 Main reasons for stay

- Location: the hotel is nearby airport, transport and entertainment.
- Facilities: enough activities for children and family in hotel to keep them busy like spa, cinema, sport, etc.
- Comfort: family likes comfort and luxury life and therefore stays in this hotel.
- Places of interest: places like museums nearby that family can visit.
- Tariff: family wants value for money and regulars get discount. Special package for family.

(5 × 2) (10)

3.2 Telephonic information

- Personal details
- Amount of people coming
- Amount of rooms, children separately, ages of children
- Deposit/tariff/payment method
- Special requests like children's party
- Arrival date
- Departure date
- Address and contact numbers
- Identity number of payer
- Parking and food choices

(10 × 1) (10)

3.3 Breach: this occurs where one of the parties fails to perform. The guest did not pitch up or the hotel cannot deliver the service. The victim of the breach may treat the contract as ended and sue for damages. The victim may also sue the hotel for failure to deliver the service contracted for. ✓✓✓

Performance: both parties performed and are happy. The hotelier has supplied the accommodation and the guest paid in full. ✓✓✓

Frustration: this happens when a contract is terminated by an event which has arisen through no fault of either contracting party. A guest might fall ill or the hotel is damaged by fire. Not one of the parties could foresee this. ✓✓✓

(3 × 3) (9)

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3.4 Safe keeping of firearm

- Thandi was informed by Mr Goosen that he is bringing firearm with him.
- She could prepare document beforehand.
- Firearm must be unloaded before Mr Goosen hands it to Thandi.
- Thandi, manager and Mr Goosen must be present when he hands firearm to Thandi.
- Firearm must be sealed in an envelope in front of all.
- Both parties must sign on envelope.
- Document/receipt must be completed in triplicate
- 1 she gives to Mr Goosen
- 1 copy with firearm in an envelope
- 1 copy stays in the book as proof to hotel
- Guest must submit receipt for return of firearm. (10)

3.5 Setting of tariffs

- Regular guests get discount
- Facilities used also influences the rate, like using the bar, gym, etc.
- Location of room – rooms with a view are more expensive
- Number of rooms – the more rooms, the cheaper the rate
- Time of the year – peak time like school holidays more expensive than off-peak times
- Length of stay – the longer you stay the cheaper the rate (5)

3.6 Procedure regarding tickets

- Thandi booked the theatre tickets
- She paid for the tickets out of her float
- Document/float slip must be completed for the payment
- The paid amount are then posted against Mr Goosens bill.
- When Mr Goosen receives tickets, he must sign slip as proof.
- Thandi needs all the slips to balance her float (6)

**[50]**

## QUESTION 4

4.1.1 Valid cheque? Reasons

NO ✓✓
Amount in words and figures not the same ✓
Drawer's name and signature differs✓
Cheque is older than 6 months, so not valid anymore ✓
Payee: Name of the hotel is wrong✓ (6)

4.1.2 Other payment methods

- Hotel voucher
- Cash/debit card
- Credit card
- Traveller's cheque (4 × 1) (4)

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4.1.3 Cheque transaction

- Cheque must be completed in pen
- Date not older than 6 months ago, then it is invalid
- Cheque must be signed in front of cashier
- Identity of guest must be checked against ID document
- Amount in words and figures must be the same
- Cheques to correct payee and crossed (6)

4.1.4 Advantages/disadvantages of using cheque

Advantages: Don't have to carry big amounts with you.✓
Acceptable by most companies.✓

Disadvantages: Cheque book can be stolen/lost.✓
There can be institutions that don't accept cheque.✓
Fraud/counterfeiting signature

(2 × 2) (4)

4.2 Uniforms

- Looks like one unit
- Recognising different staff from different departments
- Feeling of pride
- To put an end to fashion and modern trends
- Advert for the hotel (5)

4.3 Good image set by staff

- Guest must feel comfortable in presence of staff.
- Advert so that guests can use word of mouth to friend and family.
- Guests/big companies can decide to book events and functions.
- Poor service can cause guests not to book again.
- Competition is strong in the hotel industry, guests can go anywhere. (5)

4.4 Full-page advert

Criteria:

- Neatness✓✓
- Logic layout✓✓
- Format✓✓
- Correct information like the dates and address✓✓
- Contact person✓
- Hotel name in big letters✓
- Aim of function✓
- Drawing diagrams✓
- Language usage (15)

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4.5 Marketing

- To get guests to visit hotel throughout the year
- To maintain profit
- Competition for other hotels
- To be in position to pay staff and costs throughout the year
- So that the outside world can know about hotel and events
- To be able to get new guests and income (5)

**[50]**

**TOTAL: 200**

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