higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

APPLIED MANAGEMENT N5

6 JUNE 2019

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

1.1 1.1.1 EMT
1.1.2 Shock
1.1.3 Recovery
1.1.4 Choking
1.1.5 Epilepsy

(5 × 1) (5)

1.2 1.2.1 Room✓ and breakfast✓

1.2.2 Room✓ and all meals✓

1.2.3 Room✓ and two meals✓

1.2.4 Room only✓✓

1.2.5
- Full tariff✓ for accommodation✓ OR
- The official or advertised price of a hotel room on which a discount is usually negotiable

(5 × 2) (10)

1.3 1.3.1 Some establishments that sell alcoholic beverages for on-site consumption,✓ such as bars or restaurants, may also allow patrons to bring their own alcohol✓ purchased from elsewhere. That alcohol is usually subject to an opening fee.✓ The rule is often limited to bottles of wine, where the fee is known as corkage or a corking fee. (Any 2 × 1) (2)

1.3.2 Public liability is a legal term✓for the responsibility✓ of a business✓ to pay for damages to a member of the public✓ if damage or injury✓ was incurred on the business' premises.✓

(Any 2 × 1) (2)

1.3.3 Overbooking is a common practice in the travel and hospitality sectors,✓ in which it is expected that some people will cancel.✓ Establishments sell more units than what is available.✓ The practice of overselling aims to ensure that 100% of available supply✓ will be used resulting in the maximum return✓ on investment. (Any ONE) (1)

1.4 1.4.1 External
1.4.2 Internal
1.4.3 Internal
1.4.4 External
1.4.5 External

(5 × 1) (5)

1.5	1.5.1	B		
	1.5.2	H		
	1.5.3	C		
	1.5.4	A		
	1.5.5	G		
	1.5.6	J		
	1.5.7	F		
	1.5.8	E		
	1.5.9	I		
	1.5.10	D		
			(10 × 1)	(10)

1.6	1.6.1	payee		
	1.6.2	drawer		
	1.6.3	drawee		
	1.6.4	bearer		
	1.6.5	order		
	1.6.6	crossed		
	1.6.7	open		
	1.6.8	dishonoured		
	1.6.9	not negotiable		
	1.6.10	current		
			(10 × 1)	(10)

1.7	1.7.1	Anders	(1)
	1.7.2	Tim	(1)
	1.7.3	02	(2)
	1.7.4	29.03.11	(1)
	1.7.5	BO✓ DB✓ (Blue Ocean, double bed)	(2)
	1.7.6	4	(2)
	1.7.7	2	(2)
	1.7.8	0	(1)
	1.7.9	02.04.11	(1)
	1.7.10	3992	(2)
			[60]

TOTAL SECTION A: 60

SECTION B

QUESTION 2

2.1
- Handle every enquiry quickly and efficiently
- Determine the exact nature of the information required
- Organise the office so that all sources of information is on hand
- Know the hotel layout, staff and facilities
- Show interest
- Keep eye contact
- Keep good tone of voice and volume
- Use correct enunciation and pronunciation
- Use guest's name where possible
- Answer questions logically and briefly
- Conduct a confident and friendly conversation
- Be professional (Any relevant answers 5 × 1) (5)

2.2
- Diplomatic
- Organised
- Willing to learn
- Good communicator
- Customer oriented
- Tactfully
- Intelligent
- Have common sense
- Self-disciplined
- Empathetic
- Friendly
- Loyal
- Respectful
- Well-spoken
- Logical and ordered
- Responsible (Any 10 × 1) (10)

2.3
2.3.1 Lobby
2.3.2 Cashier
2.3.3 Information
2.3.4 Front office
2.3.5 Registration
2.3.6 Keys
2.3.7 Billing
2.3.8 Advance booking
2.3.9 Switchboard
2.3.10 Reports

(10 × 1) (10)

2.4
- Enquiries
- Repeat visits
- Local newspapers
- Unusual booking patterns
- Referrals (5)

2.5
- Payment and confirmation of booking
- Cancellation by either client or hotel
- Alterations to terms of the contract by the hotel
- Liability for the guest's property
- Liability of the hotel for unforeseen circumstances (5)

2.6
- List all bills over a certain figure for attention of the head cashier✓ who then checks the booking details to establish the status of the guest✓
- Investigate registration✓ of chance guests✓
- Check individual bills✓ for unusual spending patterns✓ (3 × 2) (6)

2.7
- Details of booking
- Registration documentation
- Content of the room and luggage
- Telephone calls placed through the switchboard or dialled directly (4)

[45]

QUESTION 3

3.1 3.1.1 Unique sales proposition – something special/different✓ about the specific hotel✓
For example: Covered parking/night porter serves food at any time/restaurant mentioned in 'The Good Food Guide'✓

3.1.2 Automatic sales✓ – the only thing the receptionist has to do is to take the booking✓
For example: Guest takes what is offered at rate quoted✓

3.1.3 Bettered sales✓ – to convince the guest to take something better and more expensive✓
For example: Suite instead of a double room, et cetera✓

3.1.4 Created sale✓ – selling something that the guest did not want or think of✓
For example: Dry-cleaning/hairdressing, et cetera✓

3.1.5 Cost for the production✓ of one✓production unit/room
For example: All expenses to have one bedroom serviced✓

(5 × 3) (15)

3.2
- Friendly, welcoming manner
- Attentive – good listener
- Makes eye contact
- Good tone of voice and volume
- Uses guest's name when appropriate
- Gives special attention to frail and young
- Treats everyone with respect
- Patient, tactful and diplomatic (Any 5 × 1) (5)

3.3
- Friendly, welcoming manner : guest feels unwelcome
- Attentive – good listener : makes mistakes
- Makes eye contact : guest does not feel respected/become suspicious
- Good tone of voice and volume : irritates guest
- Uses guest's name when appropriate : guest feels disrespected
- Gives special attention to frail and young : no attention given to their special needs
- Treats everyone with respect : no repeat business/no referral
- Patient, tactful and diplomatic : no repeat business/no referral

(Any FIVE appropriate negative results from those mentioned in QUESTION 3.2) (Any 5 × 1) (5)

3.4
3.4.1 C
3.4.2 A
3.4.3 D
3.4.4 E
3.4.5 I
3.4.6 F
3.4.7 G
3.4.8 B

(8 × 1) (8)

3.5 2 (2)

3.6
- Arrival list
- Departmental notifications
- Change of rooms
- House list
- Departure list
- Large group/ten-day forecast
- EMT list
- Guest history card
- Daily summary sheets
- Room history record
- Room inventory
- Blacklists (Any 10 × 1) (10)

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3.7
- Manager
- Billing office/accounts department
- Cashier
- Head porter
- Switchboard/telephone department
- Housekeeping
- Kitchen/restaurant manager
- Bar manager
- Room service (Any 5 × 1) (5)

[50]

QUESTION 4

4.1
- Guest bills should be kept up to date.
- Sales of different departments should be identifiable.
- Balancing should be possible.
- Control checks should be possible.
- The system should be easy to operate.
- The system should be economic regarding both time and money.

(Any 5 × 2) (10)

4.2 4.2.1 Lien right (1)

4.2.2 She has not acted within the law as she is not allowed to: (1)

- Retain clothes off a guest's back
- Retain a rental/hire-purchased car
- Detain a guest (3)

4.3
- Selling a considerable part of the business without the liquor board knowing
- Selling outside sales times
- Receiving deliveries after hours
- Unfit manager
- Changing the bar structure without the liquor board knowing
- Employing criminals
- Underage service
- Does not keep records as prescribed by the licence
- Misadvertising
- Not restricting the bar area
- Allowing drunk or licentious conduct
- Selling alcohol to a drunk person
- Allowing premises to be used as brothel
- Allowing persons to perform offensive/indecent/obscene acts (Any 5 × 1) (5)

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4.4
- Air conditioning
- Lighting
- Audio visual facilities
- Loading entrance
- Telecommunication services
- Speakers
- Partitioning
- Secretarial services
- Translation services
- Dance floor
- Stage/Podium
- Variety of seating options
- Catering
- Variety of beverages (Any 5 × 1) (5)

4.5
- Cash
- Foreign currency
- Cheques
- Credit card
- Debit card
- EFT
- Traveller's cheques
- Account/Ledger
- Voucher
- Eurocheque (10)

4.6
- Negotiation of special rates
- Design packages – attractive to sell at good prices and profit for both the hotel and the agent
- Hotels demand a long lead time
- Sliding scale pricing to encourage larger numbers of rooms sold
- Hotels – overbook to compensate for cancelations
- Hotels – set cancelation deadlines three months before arrival date
- Hotels – design special group booking forms to ensure detailed information
- Booking details clarified prior to arrival to avoid mistakes or misunderstandings regarding charges
- On deadline date group operators will confirm final details of arrival and departure and number of rooms (send a rooming list) (Any 5 × 2) (10)

[45]

TOTAL SECTION B: 140
GRAND TOTAL: 200

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