20131H003

higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N20(E)(N25)H
NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

APPLIED MANAGEMENT N5

(4090605)

25 November 2013 (X-Paper)
09:00–12:00

This question paper consists of 5 pages.

BUSINESS STUDIES

Copyright reserved

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
APPLIED MANAGEMENT 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. Write neatly and legibly.

BUSINESS STUDIES

Copyright reserved

QUESTION 1

1.1 Explain the following terms:

1.1.1 Drawer

1.1.2 Payee

1.1.3 Crossed cheque

1.1.4 Dishonoured cheque

1.1.5 Traveller's cheque

(5 × 2) (10)

1.2 Draw an organogram of the functions of a large hotel. (12)

1.3 Explain the function of a conventional card used by the hotel reception. (6)

1.4 Briefly state SIX basic rules that will help to improve telephone etiquette. (6)

1.5 Explain the purpose of the guest history card. (6)

1.6 State FIVE aspects that should form part of the booking contract. (5 × 2) (10)

[50]

QUESTION 2

Read the following case study and answer the questions.

Shaun Vermeulen and three of his friends have booked two rooms in the Le Franschoek Hotel. He lodged a complaint on the third day of their stay due to unmade beds in one of the rooms. He is a very aggressive man who likes to have things done his way. During their stay at the hotel they hosted a private party in one of their rooms. Alcohol and cigarettes were abused during the party and as a result there was a fire in the room and the entire hotel had to be evacuated. Although there were no serious injuries incurred by guests and staff, the hotel suffered serious and extensive damage. La Franschoek Hotel and Shaun Vermeulen are currently embattled in a court case pertaining to the fire and damages.

2.1 May the owner of the hotel keep Shaun's expensive car until such time as he pays for the damage incurred by the hotel? Explain your answer in terms of retention right. (6)

2.2 Explain step by step how Shaun's complaint should be managed. (7 × 2) (14)

2.3 The contract between the hotel and Shaun has ended.

Discuss this statement. (5)

Copyright reserved

BUSINESS STUDIES

2.4 When may a hotel manager refuse to accommodate a guest?

Motivate your answer. (5)

2.5 State the main duties of the hotel staff if a fire should occur. (10)

2.6 Guests were traumatised during a fire.

Briefly explain how the hotel staff should handle the following situations:

2.6.1 Guests who have suffered from smoke inhalation

2.6.2 Guest who has suffered from cut wounds

(2 × 5) (10)
[50]

QUESTION 3

Read the case study below and answer the questions.

MacDonald's would like to have their annual conference on 10 December 2013 at the Radisson Hotel. There will be approximately 400 guests at the conference. They will require a conference venue and accommodation for 150 guests. They will require sound equipment, flowers, computer monitors, breakfast, buffet meal at lunchtime, parking and welcome drinks. The contact person at MacDonald's is mr Mohammed and his contact number is 0825552145.
MacDonald's will pay with a cheque and a 50% deposit will be required. The banquet manager on duty is Trevor.

3.1 Complete the group booking form in ADDENDUM A (attached). (20)

3.2 The MacDonald's management team has requested that the banqueting manager should send them a floor plan for the function for their approval.

Draw up this floor plan. (10)

3.3 Draw up a checklist that will enable effective planning for this function. (10)

3.4 Compile a questionnaire to be completed by the guests after the function, in order to obtain feedback and determine their level of satisfaction. (10)
[50]

BUSINESS STUDIES

QUESTION 4

4.1 Why is the selling method different for a business person versus a walk-in guest? (4)

4.2 Briefly explain what items need to be controlled when a guest is paying with a credit card? (6)

4.3 Explain SIX duties that need to be carried out when changing shifts in the reception office. (6 × 2) (12)

4.4 It is vitally important to use brochures to market the hotel.

What information pertaining to the hotel is important in these brochures? (12)

4.5 What purpose does the room status document serve in the front office? (6)

4.6 State FIVE basic sales rules when selling accommodation. (5 × 2) (10)
[50]

TOTAL: 200

BUSINESS STUDIES

Copyright reserved