



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

**CLIENT SERVICE AND HUMAN RELATIONS
NQF LEVEL 4**

(11011024)

**18 November 2019 (X-Paper)
09:00–12:00**







This question paper consists of 9 pages.

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. Use only BLUE or BLACK ink.
 6. Write neatly and legibly.
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QUESTION 1


- 1.1 Give a word/term for each of the following descriptions. Write only the word/term next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.
- 1.1.1 The process in which the manager identifies the skills shortfalls of the individual based on performance. 
- 1.1.2 A learning experience that will improve an employee's ability to perform in his/her job, increase his/her productivity and enable the company to reach its goals.
- 1.1.3 A type of constraint when a staff member is forced to use faulty equipment to perform his/her job.
- 1.1.4 A type of constraint related to an establishment cutting back on training due to the costs involved.
-  1.1.5 Comments shared with employees regarding their performance after training and development.
- 1.1.6 The extent to which an employee feels self-motivated, content and happy with his/her job.
- 1.1.7 To gather information after training to assess the transfer of knowledge into the workplace.
- 1.1.8 A test that provides information on what employees can remember of a training programme. 
- 1.1.9 A document that clearly states the essential job requirements, job duties, job responsibilities, and skills required to perform a specific role in the workplace.
- 1.1.10 A set of guidelines that is formulated or adopted by an organisation to reach its long-term goals and that is published in a booklet.  (10 × 1) (10)
- 1.2 It is the responsibility of a manager, in consultation with the staff, to decide upon a training programme. The manager must communicate the recommendations to the relevant staff members.
- Why is it important to communicate these recommendations to the relevant staff before the finalisation of the action plan?  (5)
- 1.3 You received a tender to train employed and unemployed people at Hozamoya local community. 
- Name SEVEN training and development programmes that you can offer the Hozamoya local community. (7)

1.4 Read the scenario below and answer the questions.

Jerome is an excellent driver at the Umhlunzi travel agency. He gets along well with clients. He usually works in cities that he does not know very well. His manager Mr Malambe gave him the GPS system to help him with directions. He does not know how to use the GPS system and he is unable to find most of the addresses of his clients. His clients become irritated because Jerome stops to ask for directions all the time.


- 1.4.1 State TWO strengths that Jerome has.  (2)
- 1.4.2 Describe THREE weaknesses that Jerome has. (3)
- 1.4.3 Suggest ONE cause of Jerome's poor performance. (1)

1.5 'Different methods can be used to evaluate staff'

1.5.1 Compare the advantages of the following methods to evaluate staff. Copy and complete the table in the ANSWER BOOK. 


QUESTIONNAIRE	OBSERVATION
(2)	(2)

(4)

1.5.2 Name and briefly explain TWO other methods that can be used.  (2 x 2) (4)

1.6 Distinguish between *micro level training needs* and *macro level training needs*. (2 x 2) (4) **[40]**

QUESTION 2

2.1 Give FIVE reasons why it is critical for staff members to identify emergency situations correctly and quickly.  (5)


2.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (2.2.1–2.2.6) in the ANSWER BOOK. Correct a statement that is FALSE.

2.2.1 An event that happens unexpectedly and causes damage or injury is called a disturbance.

2.2.2 A first aider should be familiar the methods of communication used to alert staff in an emergency.

2.2.3 Untrained staff can administer first aid to an injured person only if they cannot cause further injuries. 

2.2.4 Health and safety plans should be drawn up after identifying potential hazards in the workplace.

2.2.5 First aiders are not bound to wait until medical help arrives at the scene, they can go as soon as they finish administering first aid to an injured person. 

2.2.6 Emergency information and a list of telephone numbers must always be kept in the manager's office. (10)

2.3 Read the scenario below and answer the questions.

You are the kitchen manager at Berghof restaurant. One morning you arrive at work and find the dining area on fire and two of the food service staff members trapped inside. During the chaos a chemical spill occurs on the kitchen floor and one staff member slips and is contaminated as he tries to find his way out of the building. He sustains chemical burns to his face and hands.

Explain the procedures that you will follow in each of the following situations:


2.3.1 The fire in the building.  (7)

2.3.2 The chemical contamination. (6)

2.4 Provide the steps that need to be taken when carrying out a primary survey in an emergency situation. (4)

2.5 Choose the correct option from those given in brackets. Write only the answer next to the question number (2.5.1–2.5.8) in the ANSWER BOOK.

2.5.1 (Resuscitation/Respiration) is to revive somebody from unconsciousness or apparent death.


2.5.2 (Hyperglycaemia/Hypoglycaemia) means that there is too little sugar in the blood when a person suffers from diabetes. 

2.5.3 (Oxygen/Carbon dioxide) is a source of ignition for a fire.

2.5.4 One symptom of carbon monoxide poisoning is the (redness/a cherry-red colour) of the skin.

2.5.5 (Shocking/Choking) is the result of a blockage of the windpipe.

2.5.6 If a person feels he/she is about to faint (raise/lower) the feet.

2.5.7 (Inhaled/Exhaled) poisons affect the circulatory and central nervous system of a person. 

2.5.8 A (convulsion/concussion) is a fit that a person may get from a lack of oxygen in the brain. (8 × 1) (8)

[40]

QUESTION 3

3.1 'Quick and appropriate action is very important when dealing with medical emergencies.'



3.1.1 Compare the following types of emergencies. Copy the table in the ANSWER BOOK and complete.

	HEART ATTACK	STROKE
Definition	(a) (2)	(b) (2)
Symptoms	(c) (2)	(d) (2)

(8)

3.1.2 Briefly explain the ABC of resuscitation. (3 x 2)



(6)

3.2 Name THREE types of injuries that take priority over others. (3)





3.3 Give THREE reasons why first-aid treatment should be provided to people who have fallen, been poisoned or have been injured in an accident. (3)

3.4 Discuss the impact of not handling a customer's complaint according to the level of seriousness they expect from an organisation. (6)



3.5 Suggest FOUR ways in which employees can check their own performance. (4)

- 3.6 Choose a description from COLUMN B that matches the term/s in COLUMN A. Write only the letter (A–L) next to the question number (3.6.1–3.6.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.6.1	Target market	A	To find a solution that will be satisfactory to all those involved.
3.6.2	Cultural considerations	B	Messages conveyed through facial expressions. 
3.6.3	Internal clients	C	To find a solution that will be satisfactory to only one person involved.
3.6.4	Potential clients	D	People who work inside a company and rely on the organisation for products and services.
3.6.5	External clients	E	A detailed plan of a list of places that will be visited by a client.
3.6.6	Resolving conflicts	F	A detailed list of products and services a client wishes to purchase.
3.6.7	Non-verbal communication 	G	Clients who are encouraged to buy the products and services of the organisation. 
3.6.8	Word-of-mouth	H	Establishing a client's food preferences.
3.6.9	Active listening	I	A particular group of clients at which a product or service is aimed.
3.6.10	Clients itinerary	J	Clients outside the company who are encouraged to buy the products and services of the organisation.
		K	To allow a customer to speak without any interruptions. 
		L	An oral or written recommendation by a satisfied customer to a prospective customer.

(10 × 1)


(10)
[40]

QUESTION 4




- 4.1 'In a digital age, a bad experience at a hospitality or tourism establishment can go live in a matter of seconds and therefore they have to be especially cautious when handling guest complaints.'
- 4.1.1 Give TWO reasons why follow-up actions should be made. (2)
- 4.1.2 Name FIVE ways in which follow-up actions can be made. (5)
- 4.1.3 Provide FIVE instances when a client's complaint should be referred to appropriate personnel in the establishment. (5)
- 4.1.4 Suggest TWO reasons why most organisations have procedures in place on how the staff should deal with a customer's complaint. (2)
- 4.2 Explain the role of eye contact in communication with clients. (2)
- 4.3 Describe how you will communicate with clients in a friendly and courteous manner. (5)
- 4.4 Name SIX types of surveys that an organisation can use to measure customer satisfaction. (6)
- 4.5 Explain why you will recommend the following methods of obtaining feedback from clients:
- 4.5.1 Face-to-face interviews (3)
- 4.5.2 Focus groups (2)
- 4.6 State FOUR benefits of employing a person with good interpersonal skills. (4)
- 4.7 'Clients expect an establishment to treat their business at a travel agency or at a hotel as confidential.' Substantiate this statement. (4)

[40]

QUESTION 5

- 5.1 Why should an organisation view a complaint of a customer in a positive light even though complaints can sometimes be very stressful and challenging to deal with?  (5)

- 5.2 **CANCELLED TRIP**
- Muhluri is shouting at Mondli the tour operator at Travel Well agency: 'I booked this trip some months ago. Now you tell me there is no boat to transport me to Madagascar. You are very unfair. You cannot tell me there is no boat to take me to the island. I just want to get to the island as soon as possible. I cannot cancel this trip as it is business-related.'
- Mondli's response: 'Do you think I am the cause of this problem? Speak to the owners of the ferry. They will deal with your problem accordingly. There is nothing that I can do as this is beyond my control. In my opinion you have two options, cancel your trip or go to another travel agency and see if they can help you. Thank you. Next customer please.'

- 5.2.1 Suggest how Mondli should have demonstrated effective negotiation and communication skills when dealing with the client. (5)
- 5.2.2 State THREE ways in which Mondli could have resolved the complaint.  (3)
- 5.2.3 'The client complains to the manager about Mondli's behaviour'
- Explain how the manager should handle the situation. (4)
- 5.3 Give FIVE examples of clients' needs and requirements. (5)
- 5.4 'You would like to use different media to advertise your small business but are not sure which one will be the most effective.'
- State FIVE factors that you will consider when deciding on an advertising medium.  (5)
- 5.5 List THREE benefits of advertising on a local radio station. (3)
- 5.6 Why is it important for a sales person to have knowledge of the products and services that he/she is selling? (5)
- 5.7 Explain the effects of an improved procedure for handling complaints.  (5)

[40]**TOTAL: 200**