



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE APPLIED MANAGEMENT N5

22 November 2021

This marking guideline consists of 11 pages.

SECTION A

QUESTION 1

1.1	1.1.1 1.1.2 1.1.3 1.1.4 1.1.5 1.1.6 1.1.7 1.1.8 1.1.9 1.1.10	Brochure Tariff/Rates/Rack rate Poise Hotelier/Innkeeper Lien Stayover VPO/Visitors paid out Balancing Floor limit SWOT (analysis)/Market analysis	(10 × 2)	(20)
1.2	1.2.1 1.2.2 1.2.3 1.2.4 1.2.5 1.2.6 1.2.7 1.2.8 1.2.9 1.2.10	D F G E J A B H C I	(10 × 1)	(10)
1.3	C B H G J I E A F D		(10 × 2)	(20) [50]

TOTAL SECTION A: 50

SECTION B**QUESTION 2**

- 2.1
- Be friendly: Have a genuine smile.
 - Be attentive: Listen./Be interested/concerned./Read the situation.
 - Make eye contact: Show attention in a respectful manner.
 - Pleasant tone of voice: Make sure it is not too fast/loud/high/low pitched.
 - Use guests' names: Ensure a personalised service and show interest.
 - Give special attention to small children, the elderly and differently abled.
 - Be empathetic: Be aware of other's feelings.
 - Listen: Listen to colleagues and guests before reacting.
 - Follow directions from superiors/colleagues.
 - Be professional: Have manners.
 - Avoid conflict: Be a team player and know you are there to meet customer needs.
 - Be outspoken/extrovert: Do not be shy and interact with others./Assist guests when required.
 - Treat everyone with respect (guests and colleagues).
 - Be patient: Allow guests to talk./Allow reasonable time in action.
 - Be tactful and diplomatic: Know what to say and when to say it./Do not be offensive.
- (Any 4 × 2) (8)