



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CLIENT SERVICE AND HUMAN RELATIONS NQF LEVEL 4

(11011024)

**4 December 2020 (X-paper)
09:00–12:00**

This question paper consists of 8 pages.





289Q1N2004


<p>TIME: 3 HOURS MARKS: 200</p>

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 a black or blue pen.
 6. Write neatly and legibly.
-



QUESTION 1

- 1.1 Dream Travel is a small tourism business with ten employees and two managers. The business specialises in offering transport services and hotel bookings.
- 1.1.1 Explain how the employees will benefit from identifying their key strengths and weaknesses before training takes place.  (4)
- 1.1.2 Explain how the managers will benefit from employees identifying their key strengths and weaknesses before training takes place. (4)
- 1.1.3 Dream Travel will be addressing the micro-level training needs of the employees. Explain the statement. (2)
- 1.2 Explain the facts that should be included in an information brochure to assist new employees in dealing with the following client requests:
- 1.2.1 Request for local information (4)
- 1.2.2 Request for travel information  (3)
- 1.2.3 Request for guest services in a hotel (3)
- 1.3 Why is it important to relay vital information about a patient's condition accurately and clearly to emergency personnel? (5)
- 1.4 List FIVE emergency situations that a level 1 first aider should be able to handle. (5)
- 1.5 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.5.1–1.5.10) in the ANSWER BOOK.
- 1.5.1 Poor relationships with clients will lead to little or no business.
- 1.5.2 Identifying clients' needs is not important to the organisation because it is time consuming. 
- 1.5.3 Staff-client relations should be monitored by external stakeholders.
- 1.5.4 Managers should not involve employees when devising a monitoring system for the business in order to keep the secrets of the organisation.
- 1.5.5 Clients' complaints should be an opportunity to engage in a meaningful dialogue with the clients so that the organisation can improve its products and services. 
- 1.5.6 Tourism and hospitality establishments should offer products and services that is a 'one size fits all' for clients.




- 1.5.7 When an organisation receives feedback that indicates that staff-client relations are bad, the responsible staff member causing the dissatisfaction should be fired with immediate effect.
- 1.5.8 One should always remain calm when handling the complaint of an upset client. 
- 1.5.9 Never show empathy to annoyed customers as they may harm you.
- 1.5.10 A complaint ignored is a customer lost forever.

(10 × 1)

(10)
[40]**QUESTION 2**

- 2.1 List FOUR methods that can be used by management to review training that has taken place. (4)
- 2.2 Explain the purpose of each method listed in QUESTION 2.1. (4)
- 2.3 Define the term *action plan*.  (2)
- 2.4 A patient who is severely burned can experience shock. Shock must be treated immediately because it can lead to unconsciousness or even death.
- 2.4.1 List THREE symptoms of shock. (3)
- 2.4.2 Explain why shock occurs in a severely burned patient. (2)
- 2.4.3 Recommend FIVE procedures to follow when treating a patient for shock. (5)
- 2.5 List SEVEN aspects of information that should be made available when calling the medical back-up service in an emergency.  (7)
- 2.6 Name THREE types of injuries that take priority over other injuries. (3)



- 2.7 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–L) next to the question number (2.7.1–2.7.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.7.1	Rupture of a blood vessel in the brain that delays blood circulation 	A	resuscitation
2.7.2	Fit a person may get from a lack of oxygen to the brain	B	hypoglycaemia
2.7.3	More sugar in the blood	C	stroke
2.7.4	Unplanned situation that causes harm	D	Heimlich manoeuvre
2.7.5	Described as a pressure or squeezing sensation	E	convulsion
2.7.6	Reviving somebody from unconsciousness or apparent death	F	evacuation
2.7.7	Clearing a dangerous place to remove people to a safe place	G	hyperglycaemia 
2.7.8	Less sugar in the blood	H	implied consent
2.7.9	Assumed when an injured person is unable to speak or write and refuse the help provided. 	I	accident
2.7.10	First-aid procedure for dislodging an obstruction from a person's windpipe	J	heart attack
		K	hemic manoeuvre
		L	wheezing



(10 × 1)

(10)
[40]

QUESTION 3

- 3.1 Give SEVEN building blocks that assist employees to maintain a professional relationship with clients. (7)
- 3.2 List THREE constraints that can hinder the growth of an organisation. (3)
- 3.3 List SIX ways to deal with clients' requests.  (6)
- 3.4 Give THREE effects of an improved complaint-handling procedure. (3)
- 3.5 Explain why it is important to give feedback to staff after they have attended training. (7)
- 3.6 Explain why managers should be responsible for the training of staff in the various departments that they lead. (5)
- 3.7 Give FIVE work-environment factors that can lead to poor work performance. (5)
- 3.8 Distinguish between *potential clients* and *external clients*.  (2 + 2) (4)
- [40]**




QUESTION 4

- 4.1 List FOUR methods employees can use to check their own performance. (4)
- 4.2 Customer service is the cornerstone of success in the tourism and hospitality industries. Employees in these industries should make it their business to identify clients' needs.
- 4.2.1 Discuss the needs of clients. (5)
- 4.2.2 Motivate why employees should make it their business to identify clients' needs.  (5)
- 4.3 When will you refer complaints to other departments or personnel? (6)
- 4.4 Explain the importance of following up after a complaint has been lodged. (6)
- 4.5 Discuss the benefits of excellent service in the hospitality and tourism industries. (6)
- 4.6 What will the outcome be if untrained personnel administer first aid? (4)
- 4.7 During an evacuation procedure it is essential to remain calm. Describe FOUR other rules to follow.  (4)
- [40]**

QUESTION 5


Read the scenario below and answer the questions.

Zethu works in a busy bed and breakfast near Elangeni Mall. One night, while she is busy at her desk, an irate client approaches her. Zethu lifts her head to acknowledge the client. The client, Mrs Zee, shouts at her: 'You don't even have respect. You fix your eyes on me as if I am your child.' Zethu pays attention, shrugs her shoulders, keeps silent and carries on with her work. Mrs Zee continues to shout: 'I booked a double bedroom and now you allocated me a single bedroom, no air conditioning and the linen is torn apart.' Zethu is feeling uncomfortable and looks for a way out of this difficult situation. 'Well, this is not my fault. I have sent you an email to indicate that there are no double bedrooms available and you did not respond to the email. What should I have done other than process your booking?' Mrs Zee seems like she is going to explode. 'Do you check emails regularly?' Zethu tries to defend herself: 'I do check, but I receive too many emails daily, and it is easy to overlook some.' Mrs Zee is fuming, as she slams her hand on the desk and walks away.

- 5.1 Identify FIVE communication barriers in the scenario provided.  (5)
- 5.2 Give TWO ways in which the messages between Zethu and Mrs Zee are conveyed. (2)
- 5.3 Which TWO factors could have contributed to client satisfaction whilst Zethu was communicating with Mrs Zee? (2)
- 5.4 In stressful situations people tend to rely on various sensory methods when communicating.
 - 5.4.1 Identify THREE senses that were involved when Zethu was interacting with Mrs Zee. 
 - 5.4.2 Give THREE examples from the scenario to support each answer to QUESTION 5.4.1. (2 × 3) (6)
- 5.5 Explain why organisations have disaster management plans in the workplace in case of unforeseen events. (2)
- 5.6 Give SEVEN basic rules that first aiders should adhere to when administering first aid.  (7)
- 5.7 Tabulate TWO advantages and THREE disadvantages of using focus groups when obtaining feedback from clients.

ADVANTAGES	DISADVANTAGES
5.7.1	5.7.2

(2 + 3) (5)

- 5.8 What is the first 60 minutes after an emergency called? (1)
- 5.9 Explain the answer to QUESTION 5.8.  (2)
- 5.10 Explain the importance of taking different cultural needs and customs of clients into account when working in the tourism and hospitality industries. (8)
- [40]**
- TOTAL: 200**