



Province of the  
**EASTERN CAPE**  
EDUCATION

# **HOSPITALITY STUDIES**

## **REVISION QUESTIONS ANSWERS**

### **TERM 3**

## **TOPIC: SECTORS AND CAREERS**

This document consists of 9 pages.

## QUESTION 5

### NSC NOVEMBER 2016

5.1

- 5.1.1 - The hospitality sector makes a contribution to the gross domestic product (GDP) of the economy of SA / income tax paid to government ✓  
 - An increase in demand for the products will create jobs ✓  
 - Secondary jobs in the companies that supply products to the manufacturers, such as food outlets ✓  
 - Local income will increase ✓  
 - Multiplier effect / Income generated contributes to development and improvement of the country's infrastructure ✓  
 - Funds are provided for maintenance and responsible utilization of natural resources ✓  
 - Tourists bring valuable foreign currency into the country ✓  
 - The esteem and living standard of the community will improve ✓  
 (Any 4) (4)

- 5.1.2 - Baking ✓  
 - Home industries ✓  
 - Function catering / Birthday party catering ✓  
 - Vendors ✓  
 - Meals on wheels ✓  
 - Restaurant / coffee shop ✓  
 - Tuck-shops ✓ (Any relevant food preparation opportunities) (3)

- 5.1.3 In designing the operational plan the following must be included:  
 - Costs for manufacturing/running the business ✓  
 - Purchasing and suppliers/merchandising ✓  
 - Who will supply their raw materials and equipment, where they are located, what their credit terms are ✓  
 - Delivery: whether they deliver or you will have to pick up your order ✓  
 - Personnel plan / staff plan ✓  
 - Stock control and storage ✓  
 - An organogram: who will be responsible for which task within your business ✓  
 - Job descriptions: a written list of tasks for every job in your company ✓  
 - Individual responsibilities: which employees will need to take responsibility for each task ✓ (Any 4) (4)

- 5.1.4 - Cover page: name of the business / name of the owner ✓  
 - Business description: objectives / goals / address / map layout/ type of business / layout of business ✓  
 - Product/service description ✓  
 - Marketing plan / strategy ✓  
 - Financial plan / budget / cash flow analysis / income statement / balance sheet / break-even analysis ✓ (Any 2) (2)

## 5.2

- 5.2.1 - Guest rooms / Accommodation√  
- Food and beverage/restaurant√  
- Bar√  
- Spa treatments√ (Any 3) (3)
- 5.2.2 - Human resource / manager√  
- Trainers√  
- Recruitment officers√  
- Administrative posts/clerk/secretary √ (Any 2) (2)
- 5.2.3 - Product is indicated in the advert√: accommodation, meals, spa √  
- Promotion is indicated√: special packages: stay 2 nights, 3<sup>rd</sup> night free√  
- Price is indicated√: R2 999, it seems more affordable than R3 000√  
- Place/address of business is indicated√: 22 Avondale Road√  
- People/Target market is indicated√: Parents and children√  
- Packaging is not indicated√ :no brand awareness/logo√  
- Presentation not indicated √– no pictures of products√ (Any 6) (6)
- 5.2.4 - Promotional videos √  
- TV √  
- Advertisements (shown in movie theatres or on video walls) √  
- Digital shows√  
- YouTube / video clips√ (Any 2) (2)
- 5.2.5 The security team protects guests, staff and property so that claims which may lead to huge financial losses are prevented. √  
Human resource officers oversee security staff affairs: such as employment, training, leave, salaries, bonuses, medical aid and problems experienced/counselling. √  
Draws up employment contracts for security staff, work schedules and rosters, codes of conduct, procedures/disciplinary actions/ settling of disputes. √  
Security people make sure that the human resource staff are secure/safe√  
Therefore these two departments work closely with one another to ensure the success of the establishment. √ (Any 4) (4)

## QUESTION 5

### SECTORS AND CAREERS

- 5.1.1 Leaflets√  
Brochures√  
Flyers√  
Adverts√ (Any 3) (3)
- 5.1.2 School going children√  
University students√  
Families√  
Teenagers√ (Any 1) (2)

- Reason: the reasonable price will make it affordable for people to buy√ (1)
- 5.1.3 It creates job opportunities. √  
Economic growth is stimulated and local income will increase. √  
It will contribute to the development√ and improvement of the infrastructure√  
Tourists will bring valuable currency. √ (4)  
The esteem and standard of the community improves√. (Any 4)
- 5.1.4 Negative:  
Not easy to read√  
Pictures do not relate to the product being advertised√  
It is untidy and unattractive√  
There is no slogan on the poster√  
No contact details are provided√  
Spelling mistakes on the name Burgers (Burghers) and Reasonable (Reasonabl) √  
Positive:  
Price is included√  
Discount is included, (Cheap Cheap) √ (5)  
Information is not cluttered√ (Any other relevant 5)
- 5.2
- 5.2.1 Guest and function rooms√  
Food and beverage√  
Bars√  
Laundry√ (Any 3) (3)  
(Any other relevant answer)
- 5.2.2 Paying staff salaries√  
Controlling banking procedures√  
Overseeing the auditing of hotel funds√  
Ensuring payments of VAT√  
Keeping track of the money coming in and out of the business√  
Safeguarding the business assets√  
Preparing financial reports√  
Drawing up budgets√ (Any 4) (4)
- 5.2.3 An entrepreneur must possess the following characteristics:  
Have an ability to identify business opportunities and take calculated risks to achieve success√  
Be committed and determined√  
Have a sense of responsibility and a love of achievement√  
Be creative, self-reliant and adaptable√  
Have a perspective that is future orientated√  
Be confident to achieve success√  
Possess good organising and management skills√ (4)  
Have high levels of energy and a sense of humour√ (Any 4)
- 5.2.4 Business address√  
Form of business√  
Branding√  
Short , medium and long term goals√ (5)  
Street map showing location of business√

Site plan showing layout of the business√

(Any 5)

## QUESTION 5

### FEB-MARCH 2017

5.1

5.1.1 The target market will be determined by:

Demographic factors√ e.g. marital status, age, family size i.e. Pay a single midweek rate and your friend/partner stays free when sharing with you, Needs and income√

Psychographic factors: activities√ i.e. Daily game drives, tennis and sauna√

Product related factors√, which describe which products or services the customers prefer i.e. Luxurious accommodation on a game farm midway between Cathcart and Queenstown, in the heart of Eastern Cape. √ (Any 3)

(3)

5.1.2 Yes promotion has been used√

Give away 2 for 1: pay the single midweek rate of R600 and your friend/partner stays free when sharing with you. √

(2)

5.1.3 It is expensive√ because you are getting only one amount for two people√.

(1)

5.1.4 The size of the container should not mislead the customer as to the size of the actual contents√

Packaging should be easy to handle√

Information on packaging should be clear√

Packaging should be suitable for the contents√

It should be strong, hygienic and clean√

If possible, it should be recyclable and reusable√ (Any 2)

(2)

5.1.5 Business address√

Form of business√

Branding√

Short, medium and long term goals√

Street map√

Site plan showing the layout of the business√ (Any 4)

(4)

5.1.6 Springbok Game lodge contributes to job creation by:

Direct job creation: positions in the hospitality industry√ examples:

Lodge receptionist√, Room attendant√, Tour guide√, Masseurs√, chef√, waiters√, doorman√ (Any 2)

Indirect job creation: positions that does not form part of the hospitality industry√ examples: Manufacturers of the linen used in the lodge√, suppliers of food, drinks√, producers of furniture√

(Any 2) (4)

5.2

5.2.1

REVENUE GENERATING AREAS	NON-REVENUE GENERATING AREAS
Bars✓ Food and beverage✓ Guest rooms✓	Finance✓ Security✓ Maintenance✓

(6)

5.2.2 These two departments depend on each other because sales and marketing is responsible for making potential customers aware of the products and services that the establishment offers✓. They ensure that customers make use of the products and services which provides an income for the business✓. The financial department ensures that the income is spent according to the budget and needs of the establishment✓. (Any 2) (2)

5.2.3 -Supervises personnel✓, property✓ and key control✓  
-They must protect the establishment, staff and the guests from the following criminal activities:  
-credit card skimming✓  
-liability or insurance fraud  
-terrorism✓  
-information technology✓  
-gambling fraud✓ (Any 3) (3)

5.2.4 -Movable cocktail bar✓/Liquid chefs✓  
-Drinks on wheels✓  
-Vendor✓  
-children birthday party drinks✓ (Any 3) (3)

## QUESTION 5

### NOVEMBER 2017

5.1

5.1.1 (a) Security guard/parking attendant✓  
(b) IT person/Computer person/Marketing manager✓  
(c) Night auditor✓ (3)

5.1.2 Laundry✓  
Laundry service e.g. washing and ironing may be offered to guests and guests pay per item – generating income✓  
Washing and cleaning of establishment's linen such as bed linen doesn't generate income✓ (3)

5.1.3 Front office/24 hour reception/reception✓  
Free DSTV and Wi-Fi✓  
Swimming pool✓  
Air-conditioning✓ (Any relevant 2) (2)

5.2

5.2.1 Gross Domestic Product✓ (1)

- 5.2.2 They bring in revenue/money by delivering goods/food✓ and services✓ (2)
- 5.3 Name of the Hotel/Mayfair Hotel✓  
Address/28 Smith street, Cape Town✓  
Contact details/ 021 488 2888  
Goal/ Striving to service excellence, Proudly South African✓  
Logo/ ✓ (4) (Any 4)
- 5.4 Good✓  
Name of hotel is indicated/Mayfair hotel✓  
Big lettering/easy to read✓  
Short description of product/services✓  
Logo/slogan indicated✓  
Contact details are provided/ telephone number/e-mail address✓  
Simple language is used/easy to understand✓  
Free of spelling mistakes✓  
Bad✓ - because no prices provided✓ (Any relevant 4) (4)
- 5.5
- 5.5.1 Website/internet✓  
E-mail✓  
Telephonic/tele-sales✓ (Any 1) (1)
- 5.5.2 Target market can be reached immediately✓  
Advertiser can approach customers individually by telephone or e-mail✓  
Can reach a very wide and varied audience✓  
Internet/website: Information could be updated regularly✓  
Internet/website: People can get a lot of information and read reviews✓  
Telephone: people can be very convincing✓  
Saving costs e.g. paper and ink/green environment✓ (Any 2) (2)
- 5.6
- 5.6.1 Threats:  
Street parking✓/cars can get stolen during the day and night/  
hijacking ✓  
Swimming pool✓/ people can drown✓  
CBD✓/ Noisy/subject to robberies/bomb threats/fire✓  
24 hour reception✓/ dangerous at night✓  
Competition✓/ other hotels in the area✓ (Any 3) (3)
- 5.6.2 Opportunity:  
- K Naidoo can expand the business – more hotels/ build more rooms✓  
- Can host matric farewells/weddings/entertainment✓  
Day care for children- parents attend spa✓  
Gift shop✓  
Beverage stands✓ (Any 3 relevant answers) (3)

- 5.7 To see to maintenance/repairs any time of day or night e.g. TV, plumbing, electricity, air-conditioning ✓  
 Routine maintenance e.g. gardening, painting, washing carpets ✓  
 Waste management and recycling also forms part of maintenance ✓  
 Maintenance and cleaning of swimming pool ✓  
 (Any 2 relevant answers) (2)

## QUESTION 5

### MAY-JUNE 2018

- 5.1.1 -School teachers ✓  
 -Members of the community who visit farm stall or flea market ✓  
 -Tourists visiting farm stall or the flea market ✓ (Any 2) (2)
- 5.1.2 Strengths:  
 -Hospitality Studies learner ✓  
 -Lives 5 kilometres outside the town ✓  
 -Busy tourist route ✓  
 -Two locals help in the selling of fruit ✓  
 -Helped by her experienced grandmother ✓  
 -She uses recycled bottles ✓  
 -Mpho sells to school teachers ✓  
 -Sells at the farm stall and flea market ✓ (Any 4) (4)
- 5.1.3 Threats:  
 -Competition (someone making the same preserves) ✓  
 -Rising fuel prices (transportation of goods) ✓  
 -Fruit spoiling ✓  
 -Time management ( unforeseen school activities) ✓  
 -Weather / drought (trees not bearing fruits) ✓ (Any relevant) (3)
- 5.1.4 -Poster has a description of the product ✓  
 -It is neat and attractive ✓  
 -The lettering is big ✓  
 -Name of the product is visible ✓  
 -Poster is free from spelling mistakes ✓  
 -Promotion is there (free tasting on homemade bread) ✓  
 BUT:  
 -There is no price ✓, slogan ✓, address or contact details ✓, picture of the product ✓, (Any 5) (5)
- 5.1.5 Product ✓ : Apricot Jam ✓  
 Place ✓: Ubuntu farm stall ✓  
 People ✓: School teachers, Members of the community who visit farm stall or flea market, tourists visiting farm stall or the flea market ✓ (6)  
 Promotion: free tasting on homemade bread, poster ✓ (Any 3×2)
- 5.1.6 -the glass bottles are easy to handle ✓  
 -suitable for preserving jams ✓  
 -recycled bottles are suitable for jam if hygienically cleaned ✓ ✓  
 -bottles need to be suitable for the jam (bottles need to be sterilised before the jam is added) ✓  
 -She can put branding/labels on the bottles ✓ (4)

-Attractive labels and branding can be added✓  
-Information can be added✓ (Any 4)

5.1.7 -Creates job opportunities✓  
-Stimulates economic growth✓  
-Improves infrastructure✓  
-Contributes to development and improvement of the locals✓  
-Tourists bring valuable foreign currency✓  
-Esteem and living standards of the community improves✓ (Any 3) (3)

5.2 -Front office is the heart of the accommodation establishment✓  
-Guests makes use of front office when making a booking, check in,  
check out and settling of account✓  
-Enquiries are handled in this office✓  
-Contributes to the economy by selling goods and services that  
generate income and create jobs✓ (Any 3) (3)