

General Studies
Communication and Human Relations
LEVEL (N6)
TASK 3 (Internal Exam)

Date 17 April 2019
Duration 3 Hours

Total marks 200

Instructions

- 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.
- 5 Keep questions and sub-sections of questions together.

SECTION A

QUESTION 1

- 1.1 Choose the correct word from those given in brackets. Write only the word(s) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.
- 1.1.1 (Interpersonal/Individual/Intergroup) conflict is when the labour union is disagreeing with management's decision to retrench two employees.
- 1.1.2 Flatulence, frequent sighing and insomnia are signs of the (physiological/behavioural/psychological) effects of stress.
- 1.1.3 (Interpersonal/Individual/Intergroup) conflict is where Thandi and Jane are both kitchen workers, and Thandi argues with Jane because she feels Jane always has an excuse not to clean the floors.
- 1.1.4 Irritability, mood swings and hostility are signs of the (physiological/behavioural/psychological) effects of stress.
- 1.1.5 (Interpersonal/Individual/Intergroup) conflict is when Leroy is struggling to decide whether to accept a job offer from the Royal Hotel, or to stay in his current position at Twin Peaks Hotel. (5 × 1) (5)
- 1.2 Give a brief definition of each of the following:
- 1.2.1 Grievance
- 1.2.2 Conflict
- 1.2.3 Consultation
- 1.2.4 Client
- 1.2.5 Patron (5 × 2) (10)

1.3 Choose a/an item/word from COLUMN B that matches a description in COLUMN A. Write only the letter (A–J) next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.3.1	Factors that can influence the effectiveness of communication and can occur at stage of the communication process	A	feedback
		B	kinesics
		C	proxemics
1.3.2	The study of the amount of space or distance we maintain between others and ourselves while communicating	D	acoustic semiology
		E	appreciative listening
1.3.3	It involves reading messages from certain sounds or signals other than language	F	intrapersonal communication
		G	extra-personal communication
1.3.4	It is used to show general sociability (feeling) rather than contributing to the content or meaning in the conversation	H	intensity
		I	phatic communication
1.3.5	It is the key to understanding first what is being said, and then reacting to it	J	interference
1.3.6	The amount of emotion shown in the voice		
1.3.7	Face to face communication that does not depend on words		
1.3.8	The receiver's response to the message		
1.3.9	Communication between a person and an animal, an object or a plant		
1.3.10	Self-communication		

(10 × 1) (10)

1.4 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK.

- 1.4.1 Which of the following is NOT part of the AIDA principle?
- A Desire
 - B Interest
 - C Attraction
 - D Action
- (1)
- 1.4.2 Which of the following is NOT part of the sales process?
- A Handling objections
 - B Investigation
 - C Approach
 - D Prospecting
- (1)
- 1.4.3 To achieve good customer service, one should ...
- A ignore complaints
 - B show sympathy
 - C be critical
 - D show empathy
- (1)
- 1.4.4 Selling techniques include:
- A Up selling
 - B Promotions
 - C Sailing
 - D Suggestive selling
- (1)
- 1.4.5 Strategies for dealing with conflict situations could include:
- A Compromise
 - B Anger
 - C Interaction
 - D Disgust
- (1)
- (5 × 1) (5)

- 1.5 Give ONE word/term for each of the following:
- 1.5.1 To make a deliberate decision not to vote.
 - 1.5.2 Ending a meeting before all the business on the agenda has been completed.
 - 1.5.3 Ending of a meeting after all the matters on the agenda have been attended to.
 - 1.5.4 Group of people appointed to attend to certain duties of the organisation.
 - 1.5.5 Situation where the meeting is divided over an issue, there is an equal number of votes for and against a proposal.
 - 1.5.6 Sum of money allocated to a person in recognition of services rendered.
 - 1.5.7 A parallel case in the past.
 - 1.5.8 Decision taken in a meeting.
 - 1.5.9 Formal expression of support or willingness to discuss the motion moved by another member.
 - 1.5.10 Exact words of a speaker.
- (10 x 1) (10)
- 1.6 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.6.1–1.6.5) in the ANSWER BOOK.
- 1.6.1 Slaughtering a goat for a festive occasion at a hotel for a group of German tourists is a custom.
 - 1.6.2 The modern family structure has a big influence on individual success in the workplace.
 - 1.6.3 Belonging to a specific political party can be seen as a societal institution.
 - 1.6.4 Cultural differences should be characterised by an unwillingness to compromise.
 - 1.6.5 Values of the group determines conduct of individual group members.
- (5 x 1) (5)

1.7 Choose a/an item/word from COLUMN B that matches a description in COLUMN A. Write only the letter (A–J) next to the question number (1.7.1–1.7.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.7.1	A very versatile medium, can even be portable and offer various uses.	A	pictogram
1.7.2	These are used on notice boards and in newspapers and magazines. They use special pictures to support various reports and training efforts.	B	digital recorder
		C	projector
1.7.3	One of the most common media mediums for communication in any organisation.	D	television
		E	boards
1.7.4	This makes it easy to capture, edit and play back sound. Small and easy to use.		
1.7.5	Used to play back video.		

(5 × 1)

(5)

[50]

TOTAL SECTION A:

50

SECTION B

QUESTION 2

Read the following scenario and then answer the questions that follow:

Penny had recently been promoted to the position of Personal Assistant for the Hotel Operations Manager. She and her friends celebrated until midnight. The next day she overslept, tried to iron some clothes for work and clean the house before she left for work. She showed up at work on time but was exhausted. She became very irritated when she realised that the Concierge (Amy) was late and she had to handle all those queries too.

Amy emailed Penny the previous day notifying her that she will be late the next day and asked her to assist in her absence. Unfortunately, Penny did not check her mail as she was preparing for the party. She was very annoyed when she had to answer a telephone call.

Penny: Hallo?
Client: Good morning. Is this Monte Casino?
Penny: Yes. How may I help you
Client: Could I speak to Mr Cooper please?
Penny: I'm sorry he is not in at the moment.
Client (yelling): Is there anything you do right?
Penny: I'm sorry but I don't know what you are talking about, can you please explain?
Client: No-no-no! Tell him I want my money.
Penny: Okay, sir could you give me a minute. I need to get a pen and paper for your message.
Client: You see, you are not professional. I'm not happy at all with your service.
Penny: Sorry about that I'm ready now, what's the message?
Client: I wanted to make use of your special offer for a weekend stay on 18 - 20 May 2019. My baby got hospitalised and I had to cancel my reservation. I cancelled 48 hours ahead of time. Your boss promised me a full refund within 24 hours. It's been a week and to date I have not received my deposit back! I need my money urgently, you get that?
Penny: Sorry, could you repeat the dates again
Client: 18 – 20 May 2019.
Penny: 8 - 20 May 2019?
Client: No! 18 – 20 May 2019.
Penny: Yes, sir.
Client: Good bye

As she was completing the message, she suddenly realised that she never took the client's contact details. When Amy arrived, she was immediately instructed to check the client's details using the reservation date, but after a while Amy was still unable to find the necessary information. Penny, on the verge of tears, joined Amy in front of the filing cabinet. "Is there anything you can do right?" She screamed at Amy with a shrill voice and pushed her aside.

- 2.1 List SIX mistakes Penny made when she answered the telephone. (6)
- 2.2 Name TWO barriers that interfered with Penny's communication skills. (2)
- 2.3 Provide SIX guidelines Penny should follow to improve her communication skills. (6)
- 2.4 Judging from the scenario Penny could use some help to improve her listening skills. Give her TEN tips to do so. (10)
- 2.5 Give SIX behavioural clues from the way Mary acted to suggest that she was stressed. (6)
- 2.6 HR decides to train their staff on customer service standards in the company. They asked for feedback and various issues were raised. Indicate the communication barrier which was responsible for ineffective communication in each of the following instances:
- 2.6.1 The training went well although the room was very hot. (1)
- 2.6.2 It was difficult to understand what the lecturer was saying as she was using a strong local accent. (1)
- 2.6.3 Amy was charged after the misunderstanding but she failed to defend herself in the disciplinary hearing as a situation of fear and hostility was prevailing between her and her senior, Penny. (1)
- 2.6.4 The General Manager often says: "A woman's place is in the kitchen." (1)
- 2.6.5 Nervousness prevented the lecturer from presenting himself at his best during the initial part of the training. (1)
- 2.7 After the training it was clear that different personalities reacted to stress in different ways. In table form identify the two personality types involved here, their characteristics, and discuss how each personality type copes with stress. (12)
- 2.8 There are THREE basic choices for coping directly with stress. What are these? (3)

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QUESTION 3

Read the following advertisement and then answer the questions that follow:

MORULA SUN

OPERATIONS MANAGER

We are currently seeking an Operations Manager for our classically beautiful 5 Star Hotel.

Together with the Senior Management Team, this role creates the systems and conditions that enable the operations to provide guests with outstanding Food and Beverage, Front of House and Housekeeping services that are of exceptional quality, and responsive to individual needs.

REQUIREMENTS:

- Bachelor Degree and/or Diploma in Hotel Management, Rooms Division Management or other related fields
- Ability to oversee and simultaneously pay attention to a number of demands
- Proven ability to lead multiple teams
- High levels of verbal and numerical ability
- Ability to correctly communicate detailed information and instruction to others
- Able to think in creative and abstract terms for the purposes of developing vision and strategy

PERSONAL QUALITIES:

- Committed to providing exceptional levels of service to others
- Leads with compassion, develops skills in others
- Demonstrates exceptional levels of integrity
- Ability to work under pressure
- Emotionally stable, even tempered and calm when faced with challenges
- Ability to establish strong relationships with people from different backgrounds

PACKAGE:

- R28 800 per month, negotiable
- Contribution towards accommodation and other company benefits

Please send your Curriculum Vitae together with a Testimonial and the contactable details of two References to: hrmanager@morulasun.com

Application close: 1 May 2019

Starting date: 1 July 2019

3.1 Penny decides to apply for the above-mentioned position. Indicate FIVE components of a curriculum vitae that will be needed to apply for this position. (5)

3.2 Name THREE important documents that should accompany her CV. (3)

- 3.3 Describe the correct way Penny should use to apply for testimonials. (3)
- 3.4 Give Penny practical hints regarding the following:
- 3.4.1 Finding out more about the job before attending the interview. (3)
- 3.4.2 Finding out more about the organisation before the interview (3)
- 3.5 Morula Sun decides to use the knock-and-drop method to advertise their latest specials. What does this entail and how will they do this practically? (3)
- 3.6 As can be seen in the advertisement, Morula Sun requires continuous interaction with clients. It is important that Penny understand the different personalities that she will be dealing with. Explain the different personality types to her:
- 3.6.1 Choleric (2)
- 3.6.2 Bilious (2)
- 3.6.3 Sanguine (2)
- 3.6.4 Phlegmatic (2)
- 3.7 Penny is invited for the interview. She is asked to describe how she will deal with clients that have a legitimate complaint. (6)
- 3.8 The next question in her interview is about good customer service, and what she thinks will be expected of her to deliver good service to clients? She gives FOUR practical steps to provide satisfying client service. (4)
- 3.9 When Morula Sun decided to advertise the position, they first had to decide on the job description and job requirements. Define the following:
- 3.9.1 Job description (2)
- 3.9.2 Job requirements (2)
- 3.10 Penny has a good self-image. List FIVE characteristics of a good self-image. (5)
- 3.11 Penny clearly has internal motivation. There are certain characteristics of motivation we have to look at in order to understand why a person acts in the way he/she does. List THREE of these. (3)

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QUESTION 4

- 4.1 After working at Monte Casino Penny realised to value of good customer service. She decides to train the new staff at Morula Sun. List and discuss the FIVE principles that form part of learning in a training programme. (10)

- 4.2 Name SEVEN possible barriers that could potentially have a negative impact on the training. (7)
- 4.3 List FOUR types of training programmes she could choose from. (4)
- 4.4 Name FOUR types of visuals aids that can be useful especially as two of her staff members have a hearing impairment. (4)

A group of ten students from Tshwane South TVET college has joined the company for training. They will be placed in different departments according to their speciality. Students are assigned to do job rotation within their field of work until the cycle is complete. The programme will run for a year.

- 4.5 How could the new staff be welcomed and introduced? (1)
- 4.6 Why is it important to introduce new members to their other colleagues? Give THREE reasons. (3)
- 4.7 Which type of training would the students be engaged in? (1)
- 4.8 Discuss FIVE important aspects that should be considered when selecting audio-visual aids for the training (5)
- 4.9 Name TWO specific audio-visual items of equipment that could possibly be utilised as training aids. (2)
- 4.10 Training is just one need an employee has. Abraham Maslow, an American psychologist who was best known for creating Maslow's hierarchy of needs, was born on 1 April 1908. He always stressed the importance of focusing on the positive qualities in people.
Draw Maslow's Hierarchy of Needs, and give examples on each level. (12)
- 4.11 What is the saying in the industry with regards to customer service? (1)

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TOTAL SECTION B: 150

GRAND TOTAL: 200