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TOTAL MARKS

NATIONAL SENIOR CERTIFICATE EXAMINATION
MAY 2024

HOSPITALITY STUDIES

EXAMINATION NUMBER

Time: 3 hours 200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 28 pages. Please check that your question paper is complete.
2. Read the instructions for each question carefully and ensure that you comply.
3. **Answer ALL the questions on the question paper and hand it in at the end of the examination. Remember to write your examination number in the space provided.**
4. Calculators may be used.
5. It is in your own interest to write legibly and to present your work neatly.
6. ONE blank page (page 28) is included at the end of the paper. If you run out of space for a question, use this page. Clearly indicate the number of your answer should you use this extra space.

FOR OFFICE USE ONLY: MARKER TO ENTER MARKS

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	TOTAL
Mark												
Marker Initial												
Moderated Mark												
Moderator Initial												
Question Total	**10**	**10**	**10**	**30**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**200**
Remark												
Initial												
Code												

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SECTION A

QUESTION 1 MULTIPLE CHOICE

Indicate the most correct answer by writing the letter of the alternative you have chosen in the space provided at the bottom of each page.

1.1 When gelatine is soaked in cold water, it absorbs the liquid and softens. The process is _____.

A gelation
B hydration
C setting
D dispersion

1.2 A vegetarian who only excludes red meat and poultry is known as (a/an) _____.

A ovo-vegetarian
B pollo-pescatarian
C pesco-vegetarian
D fruitarian

1.3 A technique of frying meat at high temperatures to brown the surface and create a desirable flavour and colour.

A Searing
B Sealing
C Basting
D Barding

1.4 Chicken livers wrapped in bacon and grilled.

A Croquettes
B Fritots
C Brochettes
D Rumaki

1.5 An example of an indirect labour cost will be salaries of _____.

A managers
B chefs
C cleaners
D waiters

1.1	1.2	1.3	1.4	1.5

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1.6 A croquembouche is prepared from _____ pastry.

A puff
B rough puff
C choux
D shortcrust

1.7 The computer programme that focuses on the data related to sales volume, cost and profit of each dish on the menu is called menu _____.

A planning
B adapting
C engineering
D analysing

1.8 The rotavirus causes 50% of _____ infection.

A hepatitis B
B gastroenteritis
C cholera
D tuberculosis

1.9 A person representing a company at a meeting or conference is a/an_____.

A agent
B colleague
C guest
D delegate

1.10 The company's name, public image, logo and clothing are called the _____ of the company.

A branding
B expression
C face
D marketing

1.6	1.7	1.8	1.9	1.10

[10]

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QUESTION 2 MATCH THE COLUMNS

Match the Definitions in Column B to the Market Mix in Column A and to the Example or Explanation in Column C. Write only the number, letter and Roman number in the space provided below.

Column A Market mix		Column B Definitions		Column C Example or Explanation	
2.1	Product	A	May be defined by age/ gender/religious groups who are most likely to buy the goods and services.	i	Target market willing to purchase the goods.
2.2	Promotion	B	Should be accessible for the target market.	ii	All aspects that make up the identity of the product or service.
2.3	Price	C	In the hospitality industry it also includes functions and accommodation.	iii	Sometimes they perceive it to be more accurate and psychologically sound.
2.4	Place	D	May be effective as a marketing tool but can also be expensive.	iv	The item that is sold to the public.
2.5	People	E	Part of brand awareness and can also be used as a marketing tool.	v	Ways and means of making consumers aware of goods and services.
		F	Value for money is very important for customers.	vi	Restaurants/hotels on the beach front would attract leisure tourists and guests.

2.1	2.2	2.3	2.4	2.5

[10]

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QUESTION 3

3.1 Choose four examples of baked desserts and write only the letters of your choice in the space provided.

A Bombes
B Malva pudding
C Blancmange
D Apple crumble
E Lemon soufflé
F Tarte tatin

(4)

3.2 Select the odd one out and provide a reason for your choice.

3.2.1 Gelation/Hydration/Coagulation

_____

_____

(2)

3.2.2 Oxidation/Papain/Bromelain

_____

_____

(2)

3.2.3 Shin/Fillet/Prime rib

_____

_____

(2)
[10]

30 marks

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SECTION B

QUESTION 4

4.1 The hospitality industry consists of a number of departments that are interrelated and interdependent.

4.1.1 In a short paragraph, discuss the interrelationship between sales and marketing.

(3)

4.1.2 What is an *entrepreneur*?

(2)

4.2 4.2.1 If you decide to start your own catering business, explain how the SWOT analysis could be used to ensure a successful business.

S

W

O

T

(8)

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4.2.2 Predict what you will need to start up and run a successful catering business. Write it down in point form.

(5)

4.3 List the information necessary to compile an operational plan, which forms part of a business plan.

(5)

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4.4 4.4.1 Differentiate between non-revenue and revenue generating areas.

(2)

4.4.2 Name the areas in the hospitality industry which are non-revenue generating.

(5)
[30]

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QUESTION 5

You need to plan a menu for a formal dinner.

5.1 Explain the factors that should be taken into consideration with regard to the following …

(a) food

(3)

(b) customers

(3)

(c) management

(3)

5.2 Hindu and Muslim guests are restricted in what they can eat.

List two types of food that should not be included on the formal dinner menu for the abovementioned guests.

(2)

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5.3 A dish on the menu is lasagne.

Explain why Jewish guests will not be able to eat from the dish.

(2)

5.4 The cost of the lasagne recipe is R145,00 for 4 portions.

5.4.1 Calculate the cost per portion. Show all your calculations.

(2)

5.4.2 You intend to make 50% gross profit on the lasagne. Calculate the selling price per portion. Show all your calculations.

(3)

5.4.3 Differentiate between *net profit* and *gross profit*.

(2)
[20]

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QUESTION 6

6.1 One of the chefs becomes sick. He is constantly coughing and tired. There is evidence that the chef coughs up blood.

6.1.1 Name the disease.

_____

(1)

6.1.2 List THREE causes of the disease mentioned in Question 6.1.1?

_____

_____

_____

_____

(3)

6.1.3 Would you allow the chef to keep on working in the kitchen? Explain your answer.

_____

_____

_____

_____

(4)

6.1.4 Identify two groups of people that are most susceptible to this disease.

_____

_____

_____

_____

(2)

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6.2 When cutting vegetables, one of the chefs injures himself with a knife. The cut is quite deep.

6.2.1 How should this injury be treated?

(3)

6.2.2 During the accident the chef explains that he is HIV-positive.

What procedures should an Executive Chef follow upon learning that the chef is HIV positive?

(5)

6.2.3 A kitchen can become very hot due to ovens and other heat generating cooking appliances.

Explain why the chefs still need to wear a double-breasted chef jacket and closed shoes.

(2)
[20]

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QUESTION 7

7.1 7.1.1 Name four different forms in which beef cuts can be purchased.

(4)

7.1.2 Differentiate between the cuts from the forequarter and hindquarter. Complete the table below.

	Forequarter	**Hindquarter**
Quality characteristics		
Cooking methods		
Price		

(6)

7.1.3 Would you recommend meat on the bone or meat off the bone to someone with a very small budget? Explain your recommendation.

(4)

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7.2 Offal is the term used to describe the edible organs and intestines of an animal. Name the organ used to prepare the following:

7.2.1 sweetbreads

_____

(1)

7.2.2 tripe

_____

(1)

7.3 Name a herb that will complement …

7.3.1 roast lamb

_____

(1)

Name a sauce that will complement …

7.3.2 roast pork

_____

(1)

7.4 Explain the term *barding*.

_____

_____

_____

_____

_____

(2)
[20]

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QUESTION 8

8.1 Give three main reasons for preserving food.

(3)

8.2 List the additional benefits (other than preservation) of the following methods.

8.2.1 Smoking

(1)

8.2.2 Adding sugar

(1)

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8.3 The information on the labels of preserved food has to comply with the standard set by the Department of Health. List the information that must be included on food labels.

(10)

8.4 Fermentation is also a preservation method.

Name TWO types of food that can be fermented.

(2)

8.5 List THREE guidelines that you will consider when choosing containers for bottling or canning.

(3)
[20]

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QUESTION 9

9.1 Choux pastry is a traditional French pastry. In order to have a good end product, the preparation process needs to be done according to the correct procedure. Explain why the following precautionary measures are taken:

9.1.1 Do not boil the water and shortening for too long.

(2)

9.1.2 More flour cannot be added to the dough at a later stage.

(2)

9.2 Explain why the temperature is reduced to 180 °C after a few minutes when baking choux pastry.

(2)

9.3 Phyllo and purr pastry are nearly the same. Explain how they differ.

(4)

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9.4 In the preparation of a pastry you use different techniques. Justify the use of the following:

9.4.1 baking blind

(2)

9.4.2 docking

(2)

9.5 9.5.1 When making Crêmé Pattiserie, the custard must cool down before it can be used. List two ways to prevent a skin from forming.

(2)

9.5.2 Give one example where a choux product is filled with Crêmé Pattiserie.

(1)

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9.6 Name the type of pastry that is used for the following dishes:

9.6.1 quiche

_____

(1)

9.6.2 vol-au-vent

_____

(1)

9.6.3 baklava

_____

(1)
[20]

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QUESTION 10

10.1 Differentiate between still wines and fortified wines. Complete the table below.

		Still wines	Fortified wines	
10.1.1	Type of cultivar			(2)
10.1.2	Alcohol content			(2)
10.1.3	Example			(2)

10.2 Suggest the kind of wine that you will serve with the following food.

10.2.1 Venison

_____

(1)

10.2.2 Fish and shellfish

_____

(1)

10.2.3 Appetisers

_____

(1)

10.3 What is the purpose of the certification seal on the wine bottle?

_____

_____

_____

_____

(2)

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10.4 Explain FIVE procedures to follow when serving coffee.

(5)

10.5 Differentiate between *on-consumption* and *off-consumption* establishments.

(2)

10.6 Give two rules stated in the liquor law regarding the serving of alcohol.

(2)
[20]

150 marks

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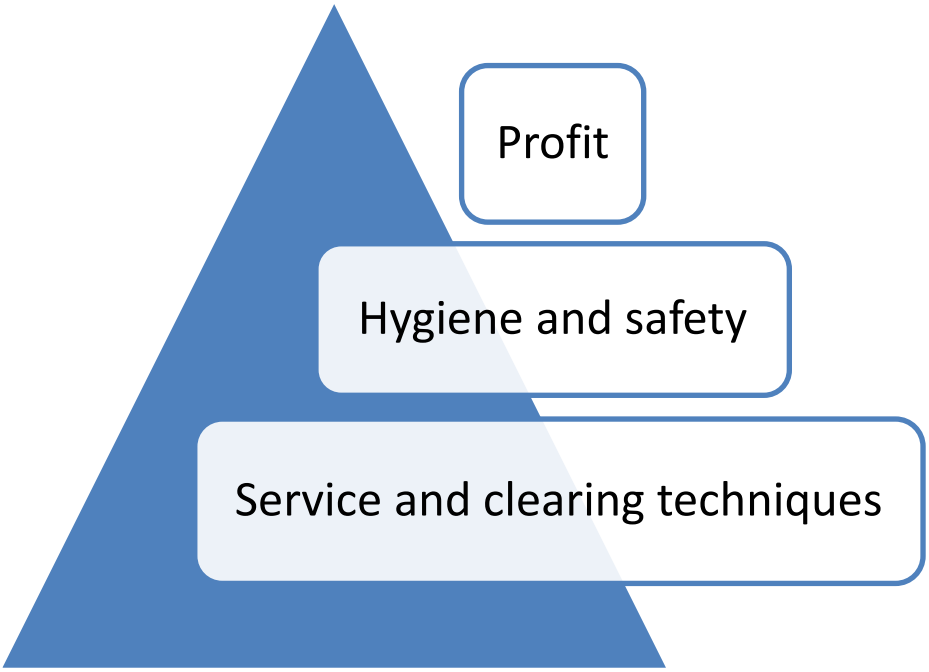
SECTION C

QUESTION 11

Using the source material provided as well as your knowledge and experience, discuss the **relevance or non-relevance of the interrelationship of the different parts in the hospitality industry.** Also mention the importance of the different aspects mentioned in the diagram.
This question will be marked according to the rubric on page 24.



To answer the question, you are expected to:

- Read the source material carefully.
- Take a definite stand on the statement.
- Plan your essay before you start writing. Your planning will be marked.
- Present a debated argument. Use relevant information from sources A–C as well as your knowledge of Hospitality Studies to support your point of view.
- Arrange the information to best develop your argument.
- In your essay, ensure that you have discussed at least four different facts from the sources.
- Write your essay on pages 25–27.

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SOURCE A

The Service-Profit Chain

The service-profit chain establishes relationships between profitability, customer loyalty, and employee satisfaction, loyalty, and productivity. The links in the chain (which should be regarded as propositions) are as follows: Profit and growth are stimulated primarily by customer loyalty. Loyalty is a direct result of customer satisfaction. Satisfaction is largely influenced by the value of services provided to customers. Value is created by satisfied, loyal, and productive employees. Employee satisfaction, in turn, results primarily from high-quality support services and policies that enable employees to deliver results to customers.

[Source: <https://hbr.org/2008/07/putting-the-service-profit-chain-to-work>]

SOURCE B

Running a restaurant can be extremely difficult. If you're a restaurant owner, then you know that food safety is of the utmost importance. In addition to food costs, labour, and rent, you also have to worry about food safety. After all, your reputation depends on it. Food safety is important because not only is it essential to ensure the safety of your customers, but it's also essential to protect your business from any potential legal issues. If a customer gets sick after eating at your establishment, it could mean big trouble for your business. That's why making food safety a top priority in your restaurant is so important.

If food safety is not maintained, food may become contaminated or affected by many different pathogens or become rotten. This can be a reason for health problems as well as it can affect the food business. The food market is the largest market, and the food business is the oldest business of its time. Foodborne illness is a major threat to the food business. And if the food market is affected, it can result in the rise and fall of all other businesses across the world. So, food safety is important to ensure more profit in the food business.

[Source: <https://restorapos.com/blog/why-food-safety-is-important>]

SOURCE C

When you go out to eat at most restaurants, there are certain basic "transactions" you can expect to partake in, like placing your food and drink order. But beyond what you'd like to eat, the best restaurants will generally be able to anticipate and act on your needs before you even think to ask. At great restaurants, you don't request more water or new silverware, or ask someone to clear the dirty dishes—it just happens. That's because good restaurants know it's the little unpleasantries that you'll remember at the end of a meal. Everyone may have a different opinion on when a server should clear dirty plates, but we can agree on this: You should never have to ask your server to clear a stack of dirty plates that have been sitting around your table.

[Source: <https://www.bonappetit.com/restaurants-travel/article/best-new-restaurant-episode-8>]

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	0 marks	1 mark	2 marks	3 marks	4 marks	Possible mark (20)
Planning	No planning included.	Decision given. Key points present for and against the argument.	Decision given. Key points developed for and against the argument.	Decision given. Key points developed for and against the argument. Sources identified.		3
Use of sources	No reference to sources.	References made to one source.	References made to two sources.	Source detail used very close to full potential. Reference made to four sources.		3
Quality of content	Little or no content relevance.	Significant and important information missing AND facts not closely related to the topic.	Some vital information missing OR many irrelevant facts.	Sufficient facts provided. Most information is relevant, appropriate, and accurate.	Many facts provided. All information is relevant, appropriate, and accurate.	4
Use of own knowledge/ experience	No own knowledge provided.	A few facts and little information provided from own knowledge/ experience.	Includes some facts and information from own knowledge/ experience.	Includes facts and information from own knowledge/ experience.	Includes many facts and much information from own knowledge/ experience.	4
Quality of argument	Question not answered. Missed the point.	Writing consists of facts with little linkage or reasoning. Reasoning incorrect.	Maximum if no clear stand taken. Reasoning correct but hard to follow. Ordinary: some linkage evident.	Supports the position. Reasoning is clear. Minor errors in flow. Linkage sometimes missed.	Strongly supports a clear position. Reasoning is very clear and succinct. Flow is logical. Compelling with regular linkage. Well-integrated argument.	4
Decision	No decision made.	Vague. Changed position within essay.	Clear decision made.			2

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ESSAY

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20 marks

Total: 200 marks

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ADDITIONAL SPACE (ALL QUESTIONS)

REMEMBER TO CLEARLY INDICATE AT THE QUESTION THAT YOU USED THE ADDITIONAL SPACE TO ENSURE THAT ALL ANSWERS ARE MARKED.

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