



Province of the
EASTERN CAPE
EDUCATION

HOSPITALITY STUDIES

GRADE 12

REVISION QUESTIONS

TERM 3

TOPIC: SECTORS AND CAREERS

All the questions in this document were sourced from previous NSC question papers.

This document consists of 7 pages.

QUESTION 5

NSC NOVEMBER 2016

5.1 Study the statement below and answer the questions that follow.

South Africa has no shortage of innovative entrepreneurs who contribute to local economic growth. These entrepreneurs have extensive knowledge of drawing up a business plan.

- 5.1.1 Discuss the statement above with regard to the contribution of entrepreneurs to the South African economy (4)
- 5.1.2 Suggest THREE self-employment opportunities available in the food preparation sector in South Africa. (3)
- 5.1.3 Outline FOUR aspects that should be included in the operational plan that will assist young entrepreneurs to complete their business plans. (4)
- 5.1.4 State TWO aspects that should be included in a business plan other than those included in the operational plan. (2)

5.2 Study the advertisement below and answer the questions that follow.



HERITAGE DAY CELEBRATION

SPECIAL SPECIAL SPECIAL
AT THE SUNSET GROUP RESORTS
itsqr@webmail.co.za
Telephone: 031 830 9370 Fax: 031 830 9000
22 Avondale Road, Morningside, 4000



- Stay for 2 nights at R2 999 per person per night and get the 3rd night FREE. Children under 12 stay for FREE.
- Four-course fine dining in a top-class restaurant
- 24-hour revolving bar with world-class cocktails
- Friendly staff
- 24-hour surveillance of the property
- Day and night spa treatments

- 5.2.1 Identify THREE revenue-generating areas in the advertisement above. (3)
- 5.2.2 Name TWO human resource positions that may be found at this resort. (2)
- 5.2.3 Critically evaluate the effectiveness of the advertisement above with regard to the marketing mix. (6)
- 5.2.4 Suggest TWO audio-visual marketing tools that may be used to expand the marketing of the resort above. (2)
- 5.2.5 Explain the interrelationship between the human resources department and the security department. (4)

QUESTION 5

FEB-MARCH 2018

5.1 Study the poster below and answer the questions that follow.



- 5.1.1 Name THREE other visual marketing tools that can be used to market the product above. (3)
- 5.1.2 Predict the target market that the product above will appeal to. Motivate your answer. (2)
- 5.1.3 Explain how the sale of the product above will contribute to the South African economy. (4)
- 5.1.4 Evaluate the poster above. (5)

5.2 Read the extract below and answer the questions that follow.

A young entrepreneur opened a ten-room guesthouse in the local community recently. He has appointed you as the accountant at his new business.

- 5.2.1 Recommend THREE revenue-generating areas, other than the bedrooms, that could assist the guesthouse in generating income. (3)
- 5.2.2 Suggest FOUR responsibilities of an accountant in the guesthouse above. (4)
- 5.2.3 State FOUR characteristics that the young entrepreneur should have. (4)
- 5.2.4 A business plan is important when starting a business. State FIVE aspects that the young entrepreneur should include in his business description. (5)

QUESTION 5

FEB-MARCH 2017

5.1 Study the advertisement below and answer the questions that follow.


Springbok Game Lodge

Luxurious accommodation on a game farm midway between Cathcart and Queenstown in the heart of the Eastern Cape.

These all-inclusive packages include accommodation, three wholesome meals, a daily game drive with snacks and the use of facilities such as a tennis court and sauna.

2 for 1: Pay the single midweek rate of R600 and your friend/partner stays free of charge when sharing with you.

Visit www.springboklodgesa.co.za



- 5.1.1 Name THREE aspects that will determine the target market for the Springbok Game Lodge. (3)
- 5.1.2 Determine whether promotion was used as a marketing strategy and give a reason for the answer. (2)
- 5.1.3 Name ONE disadvantage of using promotion as part of your marketing mix. (1)
- 5.1.4 Describe TWO requirements of the packaging of the snacks. (2)
- 5.1.5 Identify FOUR aspects that the Springbok Game Lodge could have included in their business description. (4)
- 5.1.6 Explain how the Springbok Game Lodge may contribute to job creation and give TWO examples. (4)

5.2

5.2.1 Classify the terms below into revenue and non-revenue-generating areas in the hospitality industry.

finance; bars; security; food and beverage; maintenance; guest rooms
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Tabulate your answer as follows:

REVENUE-GENERATING AREAS	NON-REVENUE-GENERATING AREAS

- 5.2.2 Explain the interrelationship between sales and marketing and the finance department. (2)
- 5.2.3 Identify THREE duties of the security staff. (3)
- 5.2.4 Name THREE entrepreneurial opportunities that may be found in the beverage sector. (3)

QUESTION 5

NOVEMBER 2017

5.1 Read the advertisement below and answer the questions that follow.

Mayfair Hotel 
Privately owned by K Naidoo

**Proudly South African, contributing to the GDP, fully complying with
BEEE rating and striving for service excellence**

28 Smit Street e-mail: mayfair@xnet.com Tel: 021 488 2888
City Centre www.mayfairhotel.co.za
Cape Town
8000

36 air-conditioned rooms
All rooms en suite
Conference facilities
Restaurant and bar
Beautiful view
Swimming pool
Salon and spa
24-hour reception
Street parking
Free DSTv and Wi-Fi



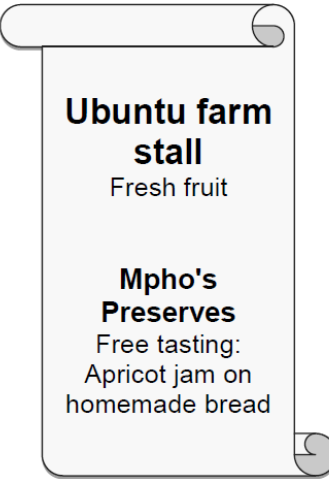
- 5.1.1 Name the ancillary position in the hotel responsible for EACH of the following:
- (a) Parking (1)
 - (b) Website upgrades (1)
 - (c) Balancing and preparing guest accounts for check-out in the morning (1)
- 5.1.2 Name ONE area NOT mentioned in the advertisement that can be both revenue-generating and non-revenue-generating in this hotel. Motivate the answer. (3)
- 5.1.3 Identify TWO non-revenue generating facilities in this hotel. (2)
- 5.2 Answer the following questions on GDP.
- 5.2.1 What does the abbreviation *GDP* stand for? (1)
- 5.2.2 Explain how the hotel in the advertisement above contributes to the GDP of the South African economy. (2)
- 5.3 Identify the information in the advertisement that would appear on a business plan under the following heading: (4)
- Business description
- 5.4 Evaluate the written information in the advertisement. (4)

- 5.5 Answer the following questions on marketing.
- 5.5.1 Identify an electronic marketing tool used by the Mayfair Hotel. (1)
- 5.5.2 Discuss TWO advantages of the electronic marketing tool in QUESTION 5.5.1. (2)
- 5.6 Answer the following questions on advertising.
- 5.6.1 Identify THREE threats in the advertisement that the Mayfair Hotel may experience. (3)
- 5.6.2 State THREE opportunities, other than those listed in the advertisement, for the Mayfair Hotel to generate income. (3)
- 5.7 Discuss the role of the maintenance department in the hotel. (2)

QUESTION 5

MAY-JUNE 2018

- 5.1 Study the extract below and answer the questions that follow.

<p>Mpho is a Grade 12 Hospitality Studies learner who loves cooking. She lives on a small holding five kilometres outside the nearest town. On the smallholding there are apricot, peach, fig and marula fruit trees. They have a farm stall on a busy tourist route where two of the locals help them to sell the fruit.</p> <p>The first fruits were ripe in November and Mpho asked her experienced grandmother for help to prepare the first batch of apricot jam. She poured the jam into recycled glass bottles.</p> <p>Mpho sells the jam to her school teachers and at the farm stall and Saturday flea markets. She designed a poster and a label for her apricot jam.</p>	 <p>Ubuntu farm stall Fresh fruit</p> <p>Mpho's Preserves Free tasting: Apricot jam on homemade bread</p>
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- 5.1.1 Identify Mpho's target market. (2)
- 5.1.2 Select FOUR strengths of Mpho's business from the extract. (4)
- 5.1.3 Predict THREE possible threats that Mpho could encounter in her business venture. (3)
- 5.1.4 Evaluate the poster above. (5)
- 5.1.5 Identify THREE P's with examples in the above extract, other than packaging. (6)
- 5.1.6 Discuss the suitability of the recycled glass bottles for Mpho's jam. (4)
- 5.1.7 Explain how Mpho's business will contribute to the South African economy. (3)

5.2 Discuss the importance of the front-office department in an accommodation establishment.

(3)