



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2016

HOSPITALITY STUDIES

MARKING GUIDELINES

Time: 3 hours

200 marks

These marking guidelines are prepared for use by examiners and sub-examiners, all of whom are required to attend a standardisation meeting to ensure that the guidelines are consistently interpreted and applied in the marking of candidates' scripts.

The IEB will not enter into any discussions or correspondence about any marking guidelines. It is acknowledged that there may be different views about some matters of emphasis or detail in the guidelines. It is also recognised that, without the benefit of attendance at a standardisation meeting, there may be different interpretations of the application of the marking guidelines.

SECTION A

QUESTION 1 Multiple Choice

- 1.1 A Main course (1)
 - 1.2 D That liquor must be consumed where purchased (1)
 - 1.3 C Champagne (1)
 - 1.4 C R9,90 (2)
 - 1.5 A R0,32 (1)
 - 1.6 A R57,80 (1)
 - 1.7 C R9,63 (1)
 - 1.8 A R81,00 (2)
- [10]**

QUESTION 2 Match the columns

Column A Example		Column B Method of Preservation		Column C Reason for preservation	
2.1	Fruit Chips	E	Oven drying	i	Removes all moisture
2.2	Jam	H	Sugar	v	High sugar prevents microbial growth
2.3	Cheese	G	Cold smoke	iii	Slows down rancidification of animal fat
2.4	Milk	A	Pasteurisation	viii	Heats at 72 °C for 15 seconds and cools to 4 °C
2.5	Pickled Meat	C	Benzoic Acid	ii	Chemical to prevent growth of yeast

[10]

QUESTION 3

- 3.1 A Palmiers (4)
- D Blinis
- E Pizzette
- F Scones

- 3.2 3.2.1 **Night auditor**/Administrative staff/Trainer (2)
- Night auditor is under Finance and other two under Human Resource.

- 3.2.2 **Beef Wellington/Sausage Rolls/Spanakopitas** (2)
- Spanakopitas are made with phyllo crust pastry and beef wellington and sausage rolls of puff pastry./Does not contain meat.

- 3.2.3 **Merlot/Shiraz/Colombar** (2)
- Colombar is a white cultivar and others are red.

[10]

30 marks

SECTION B

QUESTION 4

4.1 4.1.1

Areas	Revenue	Non-revenue
Bars	Bars	
Human resources		Human resources
Front office		Front office

(3)

4.1.2 Revenue generating areas are areas that earn income for an establishment.

OR

Non-revenue generating areas are all the areas that do not generate income as guests do not pay directly.

(1)

4.2 Laundry, like washing, ironing and dry-cleaning of establishment's laundry such as bed linen, table cloths etc., does not generate an income.

A laundry service may be offered to guests for washing, ironing or dry cleaning their clothing and guests are charged per item and it can be classified as a revenue generating.

(2)

4.3 4.3.1 Security manager/Security guard
Doorman/bell boy
Parking attendant/Car guard

(3)

4.3.2 Security manager – Supervises guards and key control.

Doorman/Bell boy – Welcomes guests at their vehicles.
Offloads luggage.
Moves luggage to guest rooms.
Control moving of assets. (Any two)

Parking attendant/Car Guard – Oversees security outside the building.
Assists guests in parking.
Looks after vehicles parked in the hotel area. (Any two)

(6)

4.4 4.4.1 Baking/Home industries/Function catering/Children birthday parties/Meals on Wheels/Other opportunities (any possible answer)

(1)

4.4.2 Taking risks.
Motivated.
Hard working.
Identify the gap in the market.
Organised.
Confidence
Leadership
Entrepreneurial abilities (Any possible characteristic)

Any (2)

- 4.4.3 Cover page
 – Name of business / – Name of owner

Business description (any two)

- Address
 - Form of business: CC/sole ownership/partnership
 - Branding
 - Short/medium/long term/– Street map/– Layout of the business
- Operational plan/Start up plan
- Purchasing and suppliers
 - Personnel plan

Product/Service description

Marketing plan

Financial plan (Any two)

- Cash flow analysis
- Income statement
- Balance sheet/Break even analysis/Budget
- Competitors (how do you differ from them)

Any (7)
 [25]

QUESTION 5

- 5.1
- Bright colours that will catch the eye
 - Bright lettering that is easy to read
 - Interesting pictures
 - Neat and attractive
 - Information – name and price (contact details, operating hours)
 - Short, clear description
 - Display the slogan
 - Supply contact details
 - Simple understandable language
 - Free of spelling mistakes
- (8)
- 5.2
- 5.2.1 Website
 Email
 SMS
 Telephones
 Social media (Any two)
- (2)
- 5.2.2 Any applicable motivation – open
- (2)
- 5.3 Product
 Price
 Place
 People
 Promotion
 Learners **cannot** get a mark for mentioning packaging.
- (5)

- 5.4 5.4.1
- Protects the product.
 - Makes displaying easier.
 - Makes the storage, handling and transportation more convenient.
 - Supplies information about the product.
 - Makes it easier to recognise the product.
 - Brand recognition and representation
- (4)
- 5.4.2 Containers should be in different sizes – 1 single, 6 or 12.
 Should be easy to handle without damaging the icing of the cupcake.
 Information on packaging should be clear (organisation and also ingredients of cupcake).
 Suitable for the content or interesting shape.
 Strong, hygienic and clean.
 If possible reusable/recyclable
 Attractive and attention grabbing
 Cost to company/Affordability/Cost effective
- (4)
[25]

QUESTION 6

- 6.1 6.1.1 Occupational Health and Safety Act (1)
- 6.1.2
- To prevent consumers who consume food to become sick with food-borne diseases.
 - To protect both businesses and individual food handlers from possible prosecution under the OHS Act.
 - To enhance and protect the reputation of a business.
 - To prevent people becoming sick from contaminated food.
 - To minimise any contributing factors to contamination that could be prevented by working hygienically with food.
- (4)

6.2

	GASTROENTERITIS	CHOLERA
Source	Viral or bacterial infection Rota virus/Salmonella/ Staphylococcus/Clostridium/ Escherichia Coli	Bacterium vibrio cholera
Incubation period	24–48 hours or 1 to 2 days	12 hours to 4 days after eating/drinking contaminated substance (minimum 12 hours maximum 4 days)
Transmission	Intake of contaminated food, drinks or chemicals, e.g. mercury, aspirin and some antibiotics	Drinking contaminated water and eating food that has been in contact with contaminated water

(6)

- 6.3 C Food handlers with symptoms should not work.
 A Personal hygiene and proper hand washing.
 B Apply proper temperature control for cooked and raw foods.
 D Cover all food when being stored. (4)

[15]

QUESTION 7

- 7.1
- Chef works with hair that is not covered.
 - Uniform is not clean.
 - He smokes while he is working.
-
- Waiter is neatly dressed.
 - Hair is clean and out of his face.
 - He has a serving cloth and looks professional (3 marks for chef and two for waiter). (5)

- 7.2 **FORMAT** (2)

Staff attitude – friendly and helpful.
 Recognition of customers – greet as soon as they arrive.
 First impression.
 Parking – make sure there is safe parking.
 Dining room host – needs to be well groomed, polite and concerned about needs.
 Respond in a timeously – customers do not need to wait.
 Food and beverage that are on the menu need to be available.
 Well-trained staff (include all the steps for food service).
 Professional appearance.
 Hire good people to keep customers happy. (5)

- 7.3
- Dish sales can be recorded and dish analysis can be done.
 - Menu and ingredient cost as well as production cost and projected selling price can be calculated.
 - An online dictionary can translate the names of ingredients.
 - Both developing and changing of recipes are simplified.
 - Recipes and ingredients can be listed, which are easy to store and retrieve.
 - Order list can be compiled easily and accurately.
 - Metric conversion can be done automatically.
 - Serving size can be printed on the recipe.
 - Stock control
 - Online ordering
 - Online Payments (3)

- 7.4
- 7.4.1 C
 - 7.4.2 F
 - 7.4.3 D
 - 7.4.4 B
 - 7.4.5 A
 - 7.4.6 E (6)

- 7.5 7.5.1 Greece and Turkey (1)
 7.5.2 China (1)
- 7.6 Glycaemic Index diet. (2)
 Food that's energy released slowly into the body. (2)
[25]

QUESTION 8

- 8.1 8.1.1 (a) Rib/Loin (2)
 (b) Tail-end of fillet/Filet Mignon (2)
- 8.1.2 Shallow Frying/Pan Fry (2)
 Meat is fried in a pan in small amount of oil until golden brown. (2)
- 8.1.3 • Protein in the muscle fibre denatures and coagulates, making the meat lightly firm.
 • The meat is called rare, is warm and red in the centre and has red juices.
 • At 60 °C the protein is still coagulating.
 • Meat is called medium rare. The juices are reddish pink.
 • At 71 °C collagen bonds with any remaining water and begins to transform into gelatin. The meat is called well done, is brown and grey, stiff to touch with clear juices.
 • Sealing or searing of meat
 • Use tongs to turn meat
 • Let meat rest and do not turn meat too often (3)
- 8.1.4 • Meat should never be immersed in water or washed because most of the nutrients and flavoursome components are easily dissolved in water.
 • Meat must not be salted. Salt extracts the meat juices
 • Meat must be thawed correctly to limit losses caused by dripping during the thawing process. Preferably thaw meat in the refrigerator.
 • Meat must not be cooked at excessively high or low temperatures of for too long. (4)
- 8.2 Yes ... it contains a lot of nutrients and is very healthy; if people love eating it, it could be a good source of income.
 OR
 NO ... it is not accepted by all consumers and may cause a loss of appetite and ultimately a loss of income. (3)
- 8.3 8.3.1 Seafood/red meat/fish (2)
- 8.3.2 Red meat and poultry (2)
- 8.3.3 Meat and meat products
 Poultry and eggs
 Fish
 Seafood (2)

- 8.4 8.4.1 (a) Walnuts (1)
 (b) Pecan nuts (1)
 (c) Pistachios (1)
- 8.4.2 Roasting/dry frying/baking/grilling (1)
- 8.4.3 Garnishing, part of the ingredients ... any applicable answer. (1)
- [25]**

QUESTION 9

9.1

Ingredients	Effect on the setting process of the gelatin
Sugar	A large quantity of sugar will weaken the gel and retard the setting process
Milk	Will form a firmer jelly due to the proteins and mineral salts
Lemon juice	Will weaken the jelly and retard the setting process
Kiwis	Raw kiwis will prevent gel formation due to the proteolytic enzymes present in these fruit which breaks down proteins in the gelatin
Rum	Will form a firmer gel because the alcohol is not more than 30% of the gel volume
Whipped cream	Large quantities of air decrease the firmness of the gel
Nuts	Nuts will weaken the gel formation

(7)

9.2 HYDRATION

Gelatin must first be soaked in a cold liquid in order to absorb liquid and soften.

DISPERSION

The hydrated gelatin should be melted to become a liquid by:

- adding hydrated gelatin directly to a hot liquid
- melting the hydrated gelatin over steam or melting in microwave oven

GELATION

Gelatin mixture is refrigerated to set or form a solid gel. This is a slow process that should not be hurried.

(7)

9.3 Baked Dessert

- 9.3.3 Malva pudding
 9.3.2 Tarte Tatin
 9.3.6 Chocolate Soufflé

Creams

- 9.3.1 Bavarois
 9.3.4 Chiffon

Frozen Desserts

- 9.3.5 Parfaits

(6)
[20]

QUESTION 10

- 10.1 **Champagne:**
Is only bottled in France in the Champagne district.
- Sparkling wine:**
Large carbon dioxide bubbles are responsible for the sparkle in the wine and can be made in different ways. (2)
- 10.2 10.2.1 **Authenticity seal**
Wine and Spirit Board authenticity seal at the neck of the bottle indicates that wine is certified and that the contents correlate with the label. (2)
- 10.2.2 **Origin**
Wine of origin (Growing region).
Wine-making area is shown on the bottle.
Country of origin is where it was made. (2)
- 10.2.3 **Vintage**
The year in which the grapes are harvested and it influences the characteristics and thus the quality of the wine.
At least 85% of the wine in the bottle should have been harvested from the cultivar in the year mentioned. (2)
- 10.3 **Acid flavours such as vinegar or lemon need to be matched with acidity.**
Wine should be sweeter than the food or else it will taste flat or thin.
Desserts require a more intense sweetness.
Rich red wines go well with flavoursome red meat dishes but will overpower lighter-flavoured foods.
Simpler foods work better with older wines.
Drink white wine before red wine.
Drink dry wine before sweet wine.
Serve the best wine last. (5)
- 10.4 **Define:**
- 10.4.1 **Ale**
Type of beer brewed using a warm fermentation method, resulting in a sweet, full-bodied and fruity taste. (1)
- 10.4.2 **Stout**
Dark beer made using roasted malts or roast barley. (1)

[15]**150 marks**

SECTION C

QUESTION 11

This essay will be marked against a rubric.

20 marks

Total: 200 marks

Rubric to mark Section C Question 11

	1 mark	2 marks	3 marks	4 marks	Mark Allocated
Content: Thoroughness	Attempts to discuss the pyramid but shows little understanding of the content.	Attempts to discuss the food pyramid but discussion is superficial/incomplete. Consequences of the diet for the body are vague or absent.	Discusses the food pyramid, noting the proportions of the food groups and that starches are omitted but is not able to clearly explain the consequences of this for the body.	Learner discusses the food pyramid, noting the proportions of the food groups and that starches are omitted. Learner is able to clearly explain the consequences of this for the body.	4
Content: Relevance	Content is irrelevant to the question.	Discussion includes much irrelevant information.	Discussion contains some irrelevant information.	Discussion contains very little or no irrelevant information.	4
Support either for high protein or high carbohydrates	Reasoning incorrect.	Maximum if no clear decision taken. Reasoning correct but hard to follow.	Supports a clear position. Reasoning is clear. Minor errors in flow. Solid links sometimes missed.	Strongly supports a clear position throughout the essay. Reasoning is very clear and succinct. Flow is logical, showing evidence of clear understanding.	4
Evaluation	No counter opinions provided. Not compared to the normal food pyramid	Provides counter opinions that are not appropriate. Mentioned the normal food pyramid	Provides one or two appropriate counter opinions. Mention the normal food pyramid and compare a few points.	Provides several appropriate counter opinions. Compare the difference and evaluate both food pyramids	4
Presentation	Writing is almost unintelligible. Tone, language and terminology exceptionally weak. Introduction and/or conclusion not present.	Tone, language and terminology are weak. Attempts at correct paragraphing. Introduction and conclusion present, no matter how weak.	Tone is satisfactory. Good and appropriate language and terminology. Mostly appropriate paragraphing. Introduction and conclusion have merit.	Tone mature. Excellent and appropriate use of language and terminology. Correct paragraphing with good transitions. Interesting introduction, satisfying conclusion.	4

Total [20]