



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2018

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 point-of-sales
- 1.2 C night auditor
- 1.3 A objectives
- 1.4 B Security
- 1.5 A serve liquor with an ordinary meal
- 1.6 C sales, volumes, cost and profit of each dish
- 1.7 D held for smaller groups of people
- 1.8 C presentation is elaborate and style of service formal
- 1.9 B canapés
- 1.10 A Crudités

QUESTION 2

Column A Example of Pastry		Column B Pastry dish		Column C Characteristic of the pastry	
2.1	Choux	D	Beignets	vii	Crisp with a cavity.
2.2	Phyllo	G	Baklava	vi	Made from flour, water and eggs.
2.3	Shortcrust	E	Quiche	ii	Crumbly texture.
2.4	Purr	A	Samoosas	v	Made from flour and water.
2.5	Puff	B	Mille feuilles	iii	Delicate with light flaky layers.

QUESTION 3

- 3.1 **B** Use the most recent version of your web browser.
- C** Always use a secure web browser.
- E** Purchases should be made by credit card.
- G** Make sure you are on the correct website.

- 3.2 3.2.1 **Refrigeration** – Reduced temperature; the other two involve high heat/form of storage/other methods of preservation.
- 3.2.2 **Tatins** – Pastry dish; the other two are vegetarian dishes/soya or vegan substitutes.
- 3.2.3 **Charmat** – Process of second fermentation in the tank; the other two are degrees of sweetness.

SECTION B**QUESTION 4**

- 4.1 4.1.1 **Franchises** – Enterprises with well-established names that form part of a chain in which every establishment has its own owner.
Comply to the specific standards of a franchise or brand
Payment of royalties / franchise fee / levy
- 4.1.2 Willing to take risks
Motivated
Hard working (any two characteristics)
Energetic
Believe in yourself
Creative
Leadership
Consistency
Follow rules and regulations
Diligence
- 4.1.3 They are spread all over the country, they have been in the business for a long time and know what customers need. They change their menus and specials regularly according to the needs of the public.
Good turnover/maintain profit
Sustainability – eco-friendly – green business
Use of local suppliers
Runs smoothly
Client base
Keep improving
High standards
- 4.1.4
- The economy experienced difficult times, fast foods are expensive.
 - People tend to live a healthy lifestyle.
 - No unnecessary spending / budget constrictions
 - Poor reputation
 - Social impact – boycotting
 - Market saturation / competition
- 4.2 4.2.1 Families/Groups/Friends who share.
- 4.2.2 Written information content:
- State the name and price
 - Give short, clear description for the product/service
 - Display the slogan or special features
 - Supply the contact details or address where the product/service can be obtained
 - Use simple, understandable language and be free of spelling mistakes.
 - Play on words – four/4/for

OR Accept any points referring to the characteristics of an effective visual marketing tool

KFC – Big lettering and big space, you can see what they advertise.

- Looks professional and you get something for free.
- Lettering on KFC too small
- Steers – Big lettering and not too many words.
- Easy to read and looks professional, you can see exactly what you will get.

Both advertisements are very effective, not too many words and large pictures.

- 4.3
- Mind map
 - **Cover page** (Name of business and name of owner) contact details
 - **Business description** (Address, form/type of business, goals, street map, site plan logo)
 - **Operational plan** (Purchase and suppliers, personnel plan, organogram, job descriptions and individual responsibilities)
 - **Goals / Mission and vision**
 - **Product description**
 - **Marketing plan** (target market)
 - **Financial plan** (cash flow, income statement, balance sheet, profit and loss break-even analysis, budget)
 - **SWOT**

QUESTION 5

5.1 5.1.1 Use the conversion table below to convert these specific ingredients from millilitres to grams. Show all your calculations.

Ingredient	Conversion	Unit Bought	Price per Unit	
250 ml Sugar	200 g	2 kg	R41,99	$120/250 \times 200 = \mathbf{96\ g}$
250 ml Shortening	230 g	500 g	R42,00	$120/250 \times 230 = \mathbf{110,4\ g}$
250 ml Flour	120 g	2,5 kg	R30,99	$1180/250 \times 120 = \mathbf{566,4\ g}$

- 5.1.2 (a) Sugar ($96/2\ 000\ g \times 41,99 = R2,01$)
- (b) Shortening ($110.4 / 500\ g \times R42,00 = R9,27$)
- (c) Flour ($566,4\ g / 2\ 500 \times R30,99 = R7,02$)

5.2 Food cost + Labour cost + Overhead cost
 $R78,90 + R250 + R25,00 = R353,90$
 Selling price is total cost plus + 50 % of total cost
 $R353,90 + R176.95$
 $= R530.85 / 24$ (award a mark for indicating that the yield is used to obtain the selling price)
= R22,12 is the selling price for ONE doughnut.

5.3 5.3.1 Cocktail function – Semi formal or formal get-togethers where light hors d'oeuvres, a variety of drinks and cocktails are usually served. Guest can mingle with others. Late afternoon or early evening.

Finger lunch – finger foods which are often eaten as a quick snack. This may substitute a luncheon. Fruit juice, soft drinks or wine are served.

5.3.2 A semi-formal to formal dinner cocktail consisting of substantial finger food and canapés.

QUESTION 6

- 6.1 6.1.1 Occupational Health and Safety Act.
- 6.1.2
- Correct storage procedures.
 - Cleaning of chickens in basins.
 - Colour-coding kitchen/separate.
 - Uniform and improved personal hygiene.
 - Handwashing – only 1point
 - Disinfect and clean surfaces
- 6.1.3
- Customers may become sick and as a result lodge complaint or even sue the company.
 - Health inspector may issue a warning on a first offence and a certain period of time is granted in which the establishment should bring the standards up to required level.
 - May be liable for a fine.
 - They may close down the business/Revoking the licence.
 - Sick customers may claim medical expenses
 - Reputation / bad publicity
 - Loss of customers
 - Loss of revenue/income
 - Sued
- 6.2 6.2.1
- HIV weakens the body's immune system and leaves the body more vulnerable to TB
 - A weakened immune system also allows TB to infect parts of the body other than the lungs.
 - TB seems to increase the formation of the virus and weaken the immune system more.
 - The two diseases are a deadly combination; they are far more destructive together than either disease alone.
- 6.2.2
- True, HIV cannot be transmitted from one person to another in the workplace or when handling food and are allowed to work in the kitchen.
 - HIV cannot be transmitted when sneezing or coughing near food.
 - HIV cannot be transmitted when sharing utensils such as knives, forks, etc. because the virus dies at room temperature.
 - A person with HIV is more likely to be infected by other diseases like TB and then they need to be put on sick leave.
 - Food handlers with TB should be put on sick leave and receive treatment because they transmit the disease if they sneeze and cough onto food.
 - Food handlers with TB should not work near the food or with any other equipment in the kitchen because they can transmit TB with droplets sputum if they sneeze over food.
 - If they cut themselves the virus will die at room temperature and will not spread.
 - Food handlers still need to follow all standard hygiene practices and always wear surgical gloves when treating someone who sustained a cut or open wound.

QUESTION 7

7.1	7.1.1	(a)	14	Top side
		(b)	12	Rump
		(c)	6	Flat rib
		(d)	2	Neck

7.1.2 Any numbered cut

7.2 7.2.1 Freezer burn

Dehydration of the meat takes place and this appears as greyish-brown spots on the surface of the meat.

This is caused by sublimation – liquid changes from the solid phase to the gas phase without melting.

7.2.2 • The best method is to thaw patties in their packaging slowly in the refrigerator (overnight) to prevent a lot of moisture loss.

- 7.3
- Excellent source of nutrients/proteins.
 - Convenient to use as it is easy to prepare or to rehydrate and use in patties.
 - Cheaper than animal protein.
 - Substitute for animal protein.
 - Low in kilojoules.
 - Has a low glycaemic index/dietary fibre.
 - Low in cholesterol
 - Can stretch a dish / meat filler
 - Healthier – not accepted too vague

- 7.4
- Moral grounds, based on an objection to the killing of animals.
 - Health reasons, because of the high levels of cholesterol and hormones in meat.
 - Religious belief may prohibit the eating of meat.
 - The meat industry is said to have a negative impact on the environment.
 - Some people do not like the taste of meat.
 - Meat is more expensive than plant products (any three answers).

7.5 7.5.1 Miso: A fermented soy product used to flavour dishes.

7.5.2 Hummus: Spread or paste or dip that is made from ground sesame seeds/tahini, chickpeas, lemon juice, olive oil and garlic.

QUESTION 8

- 8.1 A – Meringue Dessert
 B – Cream/Mousse
 C – Baked custards or cold or custard based.

- 8.2
- All equipment should be free of fat or grease and egg whites should have no trace of egg yolk in them – even a small trace of fat will prevent the egg whites from foaming properly.
 - Egg whites at room temperature foam best.
 - Acids such as cream of tartar or lemon juice help to stabilise the foam.
 - Type of container – glass/stainless steel

8.3

Chocolate mousse	Bavarian cream	Chiffon
<ul style="list-style-type: none"> • whipped egg whites 	<ul style="list-style-type: none"> • Egg custard OR • Whole egg 	<ul style="list-style-type: none"> • Whipped egg whites

8.4 Reference must be made to the sugar not to the method in serving

	Crème caramel	Crème brûlée
Difference	inverted with a layer of caramelised sugar	topped with caramelised sugar in a mould

- 8.5
- Hydration: Gelatine must first be soaked in a cold liquid in order to absorb liquid and soften.
 - Dispersion: The hydrated gelatine should be melted before adding to a cold liquid otherwise the hydrated gelatine directly to a hot liquid or base or melting the hydrated gelatine over steam.
 - Gelation: The gelatine mixture is refrigerated to set or form a solid gel. This is a slow process that should not be hurried.

8.6 8.6.1 Docking: The base of the tart dough and sides are pricked with a fork or a special docking roller to allow air which is trapped between the dough and the dish to escape.

8.6.2 Blind baking: The pastry is baked before the filling is added. Line with greaseproof paper. Weigh the lining and pastry down with dried beans or rice.

QUESTION 9

- 9.1 A Low alcohol wines/de-alcoholised/alcohol free
 B Sparkling wines
 C Natural wines/Still
 D Fortified wines
- 9.2 9.2.1 The juice is taken from the grape. Or "MUST"
 9.2.2 Yeast uses sugar is converted into alcohol and carbon dioxide.
- 9.3 9.3.1 Cultivar: Wines may only be sold as wine of a particular cultivar if the wine is made of at least 50% of that cultivar. Type of grape used
 9.3.2 Harvest year: At least 80% of the wine in the bottle should have been harvested from the cultivar of the year mentioned.
 9.3.3 Producer: The name of the registered estate is indicated where it is applicable. The brand owner or name of the winemaker is indicated where it is applicable.
 9.3.4 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.
 9.3.5 Type of flavour or taste of wine. Suggesting serving temperature and matching food.
- 9.4 25 ml

QUESTION 10

- 10.1
- Prevents the food from being spoiled by the action of enzymes and micro-organisms.
 - Food preservation increases the safe storage period of foodstuffs/shelf life increased
 - Less wastage due to food spoilage
 - It increases the availability of various foodstuffs even at distant and not easily approachable places.
 - Easy to store.
 - Enhances the taste of food for example smoking
 - It can save time and labour as certain preparation has already been done.

10.2 Pectin

10.3 Sugar

- 10.4
- Jar with a large opening and straight sides.
 - Transparent/see-through
 - No cracks or chips.
 - Jar and lid should be sterilised.
 - No signs of rust on the lid.
 - Metal lids should have a plastic lining to prevent the metal coming into contact with the food.
 - Lid should seal properly.

QUESTION 11

- 11.1
- Uniforms should be neat and clean (may not state correct uniform).
 - Hair must be clean and out of the face.
 - Fingernails must be short and clean without nail varnish.
 - Waiters must apply personal hygiene and should not smell of smoke, sweat, alcohol or heavy perfume.
 - Waiters must be cleanly shaven.
 - No excessive jewellery
 - Well groomed
- 11.2 (a) Table d'hôte menu – Set menu with cutlery already in place.
- (b) One extra mark allocated
- Soup/Starter
 - Entrée/Intermediate
 - Main meal
 - Dessert

SECTION C**QUESTION 12**

- Source A: Hypertension – High levels of salt intake
- Source B: Diabetes – sugar intake
- Source C: High fat/ obesity; sugar/diabetes; salt/hypertension
- Source D: Low fat diet – healthier meal options – various fast food chains
- Balanced meal – Food pyramid
- Reference to article – not just rewrite
- Salt
- Sugar
- Oil
- Unhealthy cooking methods
- High/empty kilojoules

The essay must:

- Have an applicable heading and introduction.
- Contain about 500 words and appropriate paragraphs.
- Come to a clear **conclusion and state your opinion**.

Marks will be allocated according to the rubric.

	0–1 mark	2 marks	3 marks	4 marks	Mark Allocated
Use of sources	Makes superficial reference to one or more sources.	A few appropriate references made to sources.	Several and appropriate references made to sources.	Makes full use of the sources.	4
Use of own knowledge	Some relevant facts given beyond the sources to support argument.	Some relevant facts given beyond the sources to support argument. AND Integrated into the argument.	Many relevant facts given beyond the sources to support argument.	Many relevant facts given beyond sources to support argument. AND Integrated into argument well.	4
Content Relevance	Essay is not about the statements regarding fast food.	Discusses fast food but superficial or no reference to health implications.	Discusses statements referring to ingredients of fast food, health implications and some examples.	Discusses statements thoroughly referring to ingredients of fast food and range of health implications (diseases and allergies), giving relevant examples.	4
Quality of argument	Writing consists of facts with little linkage or reasoning.	Reasoning correct but hard to follow. 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, showing evidence of clear understanding.	4
Fairness, i.e. argument against	One counter opinion given.	At least two counter opinions given.			2

Presentation	Tone is consistent. Good and appropriate language. Mostly appropriate paragraphing. Introduction and conclusion have merit.	Tone mature. Excellent and appropriate use of language. Correct paragraphing with good transitions. Interesting introduction, satisfying conclusion.			2
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Total: 200 marks