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**TOTAL
MARKS**

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NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2022

HOSPITALITY STUDIES

EXAMINATION NUMBER

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Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 36 pages. Please check that your question paper is complete.
2. Read the instructions of 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. THREE blank pages (pages 34–36) are included at the end of the paper. If you run out of space for a question, use these pages. 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	5	15	30	30	20	10	25	20	15	20	200
Remark												
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Code												

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.

Refer to the costing sheet below when answering Questions 1.1–1.3.

Recipe: Beef stroganoff

Yield: 12

Ingredient	Amount used	Purchase unit	Purchase price	Total
Rib-eye steak, cubed	2 kg	1 kg	R168,99	R338,00
Olive oil	60 ml	750 ml	R109,99	R8,80
Mushrooms	500 g	400 g	R29,99	R37,49
Garlic	40 g	100 g	R16,99	R6,80
Cream	500 ml	1 l	R72,99	R36,50
Total food cost				1.1
Profit	30%			1.2
Cost per portion				1.3

1.1 Calculate the total food cost of the recipe.

- A R427,59
- B R433,31
- C R465,99
- D R479,49

1.2 Calculate the profit at 30%.

- A R116,44
- B R129,27
- C R128,28
- D R274,35

1.3 Calculate the total cost per portion.

- A R12,49
- B R29,99
- C R34,78
- D R46,32

1.1	1.2	1.3

- 1.4 ... is an example of a fixed cost used when calculating the selling price of a menu.
- A Electricity
 - B Equipment
 - C Stationery
 - D Labour
- 1.5 The difference between the cost of producing an item and the amount that it is sold for is known as the ...
- A selling price.
 - B gross profit.
 - C variable cost.
 - D net profit.
- 1.6 A revenue-generating area in an accommodation establishment is the ... department.
- A marketing
 - B laundry
 - C finance
 - D security
- 1.7 When serving sparkling wine
- A pour it from the left-hand side.
 - B fill the fluted glass half full.
 - C tilt the bottle at an angle of 45°.
 - D serve it at room temperature.
- 1.8 Plates are ready to be cleared when the ...
- A fork and spoon are placed next to each other.
 - B guests have left the table.
 - C fork and knife are placed together on the plate.
 - D all the guests are finished eating.
- 1.9 During the crumbing down process ...
- A the dessert utensils are moved down.
 - B only empty glasses are removed.
 - C the dessert utensils are removed.
 - D all items, except the cruet set, are removed.
- 1.10 ... is an example of a non-alcoholic cocktail.
- A Absolut Vodka
 - B Beer shandy
 - C Virgin mojito
 - D Bloody Mary

1.4	1.5	1.6	1.7	1.8	1.9	1.10

[10]

QUESTION 2 MATCH THE COLUMNS

Match the most suitable type of wine in Column B to the dish in Column A. Write only the letter (A–I) next to the question number (2.1–2.5) in the space provided at the bottom of the page.

COLUMN A DISH		COLUMN B TYPE OF WINE	
2.1	Seafood platter	A	Port
2.2	Brie puff-pastry pockets	B	Sparkling wine
2.3	Beef Bourguignon	C	Sauvignon Blanc
2.4	Coffee and friandise	D	Rosé wine
2.5	Poached pears with crème anglaise	E	Pinot Noir
		F	Medium white wine
		G	Dessert wine
		H	Brandy
		I	Non-alcoholic wine

2.1	
2.2	
2.3	
2.4	
2.5	

[5]

QUESTION 3

3.1 Select the **ODD ONE OUT** and provide a **reason** for your choice.

3.1.1 Medallion / Sirloin / Chateaubriand

(2)

3.1.2 Chardonnay / Riesling / Cabernet Sauvignon

(2)

3.2 Identify TWO ingredients from the list below that **negatively** influence the foaming ability of egg whites when making a meringue. Indicate your choice by placing an (X) in the relevant boxes.

- A Lemon juice
- B Egg yolk
- C Cream of tartar
- D Sunflower oil
- E Salt

(2)

3.3 Provide the correct term for the following:

3.3.1 Heating and cooling chocolate to make it more resistant to melting.

(1)

3.3.2 A very small creamy nut that has a teardrop shape and that is used in making pesto.

(1)

3.3.3 The pastry used to make samoosas.

(1)

3.3.4 Raw vegetables cut into small portions or strips, served with a dip.

(1)

3.3.5 Home-cooked meals that are prepared and delivered daily to people who cannot cook for themselves.

(1)

3.4 Select TWO desserts from the list below that fit each of the descriptions of the desserts 3.4.1 and 3.4.2. Write only the letters (A–H) in the space provided.

- A Crème caramel
- B Dried-peach compote
- C Malva pudding
- D Lemon sorbet
- E Crème brûlée
- F Pears in red wine
- G Lemon meringue
- H Watermelon granita

3.4.1 Desserts that are stewed or poached.

(2)

3.4.2 Frozen desserts made from fruit purée, sugar and water.

(2)
[15]

30 marks

SECTION B**QUESTION 4**

4.1

The coronavirus pandemic had a significant impact on the economy. People had to think outside the box to survive. Many turned to self-employment and entrepreneurship.

4.1.1 What is a franchise?

(3)

4.1.2 Identify the popular South African franchises below.

A	B
 <p data-bbox="474 1106 730 1151">[<https://twitter.com/>]</p>	 <p data-bbox="932 1099 1366 1128">[<https://www.goodthingsguy.com/>]</p>

(2)

4.1.3 When starting a business, a business plan must be developed. The financial plan explains how the money will be used. Briefly state the meaning of the following terms used in a business plan.

Cash flow analysis

(1)

Income statements

(1)

Balance sheet

(1)

Break-even analysis

(1)

Budget

(1)

4.1.4 How can the combination of guest and function rooms be used by hotels to recover financially after the Covid-19 pandemic?

(2)

4.2 In any business, teamwork is essential. Suggest how food service staff can be functional team members.

(5)

4.3

In 2021, KwaZulu-Natal was paralysed by unrest in the province.

What can hotels do to ensure the safety of all guests and staff especially during times of unrest?

(4)

4.4

This disease is endemic to the northern coastal areas of the country (KZN) but has a relatively long dormancy period and usually only occurs in the presence of certain conditions, such as heavy rains, shortage of water supply, and poor sanitation.

[Source: The Mail & Guardian. 2022. *XXX in KZN 'under control'*. [online] Available at: <<https://mg.co.za/article/2001-01-05-xxx-in-kzn-under-control/>>]

4.4.1 Identify the foodborne disease referred to in the above scenario.

(1)

4.4.2 How can the illness and transmission of this disease be prevented?

(5)

4.4.3 State THREE ways in which workplaces in the hospitality sector are affected by food-borne diseases.

(3)

[30]

Study the à la carte menu below and answer Questions 5, 6, 7, 8 and 9 that follow:

Hors d'oeuvres	
Sun-dried tomato palmiers	R50,00
Vol-au-vents filled with prawn Marie Rose	R68,00
Spicy chicken wings	R65,00
Biltong, green fig and blue cheese quiche	R80,00
Soup	
Cream of chicken soup	R52,00
Roasted tomato soup	R48,00
Cannellini and kidney bean soup	R50,00
Mains	
*Served with mashed potatoes/fries and roasted vegetables	
Beef stroganoff	R125,00
Linguini with cherry tomatoes and fresh basil	R98,00
Saratoga chops	R135,00
Club steak with creamy pepper sauce	R155,00
Chicken breasts stuffed with spinach and feta cheese	R112,00
Tournedos Rossini	R180,00
Desserts	
Lemon meringue	R45,00
Apple turnovers	R45,00
Malva pudding served with custard or ice cream	R50,00
Panna cotta with kiwi fruit jelly	R50,00
Fruit salad with berry coulis	R45,00

QUESTION 5

5.1 How can the following aspects be applied to the above menu?

5.1.1 Menu planning

(2)

5.1.2 Menu engineering

(2)

5.1.3 Menu analysis

(2)

5.2 5.2.1 At which stage of the menu are *hors d'oeuvres* served?

(1)

5.2.2 Provide another term for *hors d'oeuvres*.

(1)

5.3 State whether the *hors d'oeuvres* on the menu are:

- (i) **Cold** composite *hors d'oeuvres*
- (ii) **Single** *hors d'oeuvres*
- (iii) **Hot** composite dressed *hors d'oeuvres*
- (iv) **Hot and cold** composite *hors d'oeuvres*.

Write only the correct Roman numeral for your answer in the space provided.

5.3.1	Sun-dried tomato palmiers	
5.3.2	Vol-au-vents filled with prawn Marie Rose	
5.3.3	Spicy chicken wings	
5.3.4	Biltong, green fig and blue cheese quiche	

(4)

5.4 Provide FOUR reasons why this menu is not suitable for a banquet.

(4)

- 5.5 Select dishes from the menu on page 10 to compile a four-course dinner menu for a vegetarian. Write out the menu in the correct format.

(10)

- 5.6 5.6.1 Suggest a suitable dessert from the menu (on page 10) for a **Jewish** customer.

(1)

- 5.6.2 Give a reason for your choice.

(1)

- 5.7 Why would a guest who is lactose intolerant not be able to eat the 'Chicken breasts stuffed with spinach and feta cheese'?

(2)

[30]

QUESTION 6

Consider the meat dishes below and answer the questions that follow.



Tournedos Rossini

[Source: cooking.nytimes.com]



Beef stroganoff

[Source: bettycrocker.com]



Porterhouse steak

[Source: recipetineats.com]

6.1 Name the **cut** on a beef carcass that is used for the dishes above.

6.1.1 Tournedos Rossini

_____ (1)

6.1.2 Beef stroganoff

_____ (1)

6.1.3 Porterhouse steak

_____ (1)

6.2 Explain why the same cooking method is not suitable for all THREE dishes.

_____ (4)

6.3 How will you prepare the Porterhouse steak to prevent the loss of sarcoplasm?

_____ (3)

6.4 What are the accompaniments traditionally served with tournedos Rossini?

_____ (3)



[Source: twitter.com]

6.5 6.5.1 Identify the meat **item** in the picture above.

(1)

6.5.2 How does this item differ from a noisette?

(1)

6.6 6.6.1 Name the preservation method used for biltong.

(1)

6.6.2 What natural preservative is used in the biltong-making process?

(1)

6.7 6.7.1 Give TWO advantages of using canned meat.

(2)

6.7.2 Name the illness caused by *Clostridium botulinum* that can be present when meat is canned incorrectly.

(1)

[20]

QUESTION 7

- 7.1 Why would the 'Cannellini and kidney bean soup' be a good option for a guest with high cholesterol and heart disease?

(5)

- 7.2 Tofu is a popular source of protein for vegans. Describe tofu.

(3)

- 7.3 How does the vegan food pyramid differ from the traditional food pyramid?

(2)

[10]

QUESTION 8

Consider the dessert items depicted below and answer the questions that follow.



Lemon meringue

[Source: simplyrecipes.com]



Apple turnovers

[Source: fortheloveofcooking.net]

- 8.1 8.1.1 Identify the pastry used to prepare lemon meringue.

_____ (1)

- 8.1.2 Provide THREE quality characteristics of the pastry named in Question 8.1.1.

_____ (3)

- 8.1.3 The pastry for the lemon meringue must be cooked before the filling is added.

- (a) Name and explain the process applied to achieve a pre-cooked pastry shell.

_____ (4)

- (b) Provide TWO reasons why this process is applied to the pastry.

_____ (2)

- 8.2 8.2.1 Name the type of meringue that is most often used as a topping for lemon meringue.

(1)

- 8.2.2 What will the outcome be if, while separating the egg, bits of the yolk are mixed into the egg whites that will be whipped?

(1)

- 8.2.3 Italian meringue is the most stable type of meringue. Justify this statement with a suitable explanation.

(2)



Choux pastry product
[Source: bbcgoodfood.com]

- 8.3 8.3.1 Identify the choux pastry product in the picture above.

(1)

- 8.3.2 Name the raising agent in choux pastry.

(1)

8.3.3 Give TWO reasons for EACH of the following rules that must be applied when preparing choux pastry products:

- (a) Do not boil the water and shortening for too long.

(2)

- (b) Add the eggs one by one.

(2)

- (c) Reduce the temperature after a few minutes.

(2)

8.3.4 When filling the choux puffs with crème patisserie, why is it important that the crème patisserie is fully cooked?

(3)
[25]

QUESTION 9

Malva pudding is a sweet pudding of South African origin. It contains apricot jam and has a spongy caramelised texture. A cream sauce is poured over it while it is hot, and it is usually served hot with custard and/or ice-cream.

[Source: wikipedia.com]

9.1 Classify malva pudding as a dessert.

(2)

9.2 A crème anglaise is a popular accompaniment to this dessert, but it can curdle easily during preparation. State TWO ways in which the chef can ensure a successful end product.

(2)

9.3 Crème anglaise can also be used as the base of a bavarois or a parfait. Distinguish between these two desserts. Tabulate your answer as follows:

BAVAROIS	PARFAIT

(4)

9.4 Consider the dessert item depicted below and answer the questions that follow.



Panna cotta with kiwi fruit jelly
[Source: popularcakes.com]

9.4.1 The recipe for the *panna cotta* with kiwi fruit jelly requires powdered gelatine. Name and explain the three-phase process used for gelatine desserts.

(6)

9.4.2 The kiwi fruit jelly did not set properly. Give TWO possible reasons for this outcome.

(2)

9.4.3 Suggest FOUR methods that can be used to successfully invert the dessert.

(4)

[20]

QUESTION 10

[<<https://www.google.com/search?q=best+cap+classique+benguela+cove>>]

- 10.1 South African sparkling wines prepared by using the *Méthode Cap Classique* are often served at special celebration events.

10.1.1 Define the term *Méthode Cap Classique*.

(1)

10.1.2 Name TWO other methods used for making sparkling wine.

(2)

10.1.3 The term '*Champagne*' is a protected term and should not be used when referring to South African sparkling wine. Give a reason for this statement.

(1)

10.2 Explain what a *de-alcoholised wine* is.

(2)

- 10.3 List THREE legal requirements that restaurant owners must comply with when serving wine and other alcoholic beverages.

(3)

- 10.4 A guest becomes flirtatious with one of the staff members of a restaurant. Suggest how this situation should be handled by the staff member.

(3)

- 10.5 It is important that feedback is given to customers regarding complaints. Describe the feedback procedure.

(3)
[15]

150 marks

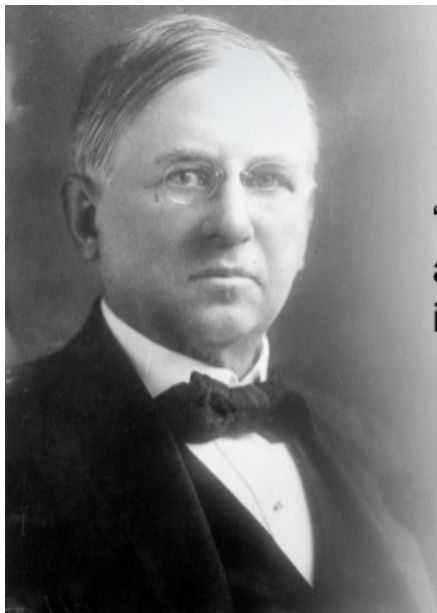
SECTION C

QUESTION 11

MARKETING IS A WASTE OF MONEY



**"I don't understand! I did
Facebook ads and everything!!"**



**"Half the money I spend on
advertising is wasted; the trouble
is I don't know which half."**

John Wanamaker

US department store merchant (1838 - 1922)



Using Sources A, B and C on pages 27 and 28 as well as your own knowledge and experience, discuss your opinion on the statements on pages 24 and 25 in the form of a 1–1½ page essay. This question will be marked according to the rubric overleaf.

To answer the question, you are expected to:

- Present an argument that convincingly supports your point of view.
- Examine the source material carefully and use this information to best develop your argument. **Do not merely rewrite information from the sources.**
- Integrate your own knowledge and experience into your argument.
- Use the rubric provided to shape your response.

	0 marks	1 mark	2 marks	3 marks	4 marks	Possible mark (20)
Use of sources	No reference to sources.	Reference made to only part of a source.	References made to one source.	References made to two sources.	Source detail used very close to full potential.	4
Quality of content X 2	Little or no content relevance.	Significant 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.	8
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.	Flawed in all respects.	Flawed in two respects.	Flawed in one respect.	Decision clearly stated and supported by essay. Reasoning/ logic very clear. Argument is not repetitive. Argument is succinct/ not longwinded nor rambling.	4

SOURCE A MARKETING IS A WASTE OF MONEY

Marketing is a complete waste of money. Even marketing pioneer John Wanamaker said, 'Half the money I spend on advertising is wasted; the trouble is, I don't know which half.'

For many, this statement still holds true today. Bad marketing gets ignored. It's forgettable, untimely, and untraceable. Bad marketing leaves you looking back at your campaigns wondering why you aren't seeing a spike in website traffic, phone calls and emails. It leaves you wondering what went wrong and why. Bad marketing makes you believe that 'marketing is a waste of money'.

Penhale, C., 2022. *Why Marketing is a Waste of Money – Adventure Marketing Solutions*. [online] Adventure Marketing Solutions. Available at: <<https://www.adventuremarketingsolutions.com/why-marketing-is-a-waste-of-money/>>

SOURCE B MARKETING MONEY WASTERS

Recently, I got a call from a small business owner who was wondering when all the money he was spending on marketing would show returns. His company was running Google AdWords and Facebook ads; they were active on social media, and they'd paid a website company to run their website.

I asked him how long he'd been executing his strategy. 'Six months,' he told me. My jaw dropped to the floor. 'Are you serious?' I said. This guy has flushed over R 250 000 down the toilet with nothing to show for it.

Stories like this just break my heart because small business owners have such a low margin of error. All the money they spend is the money from their own pocket. Money that they would otherwise use for themselves, for their family, for their lives. But they waste it on marketing because they don't understand how it really works.

Money Waster #1: Starting with logos and branding

Money Waster #2: Building a website right away

Money Waster #3: Using a one-size-fits-all social media strategy

Money Waster #4: Blindly placing pay-per-click ads

Money Waster #5: Isolating sales and marketing

Money Waster #6: Not knowing when to quit

[Rand, E., 2022. *Top 6 Marketing Money Wasters*. [online] Entrepreneur. Available at: <<https://www.entrepreneur.com/article/346179>>]

SOURCE C**WHY IS MARKETING IMPORTANT?**

Marketing is important because it allows you to share your products and services with a niche audience *strategically*. It helps you tell, show, and PROVE to people how terrific your business is and how you can help them. You can also educate people on topics related to your business, including how to solve common problems and which solutions are best.

Without marketing, your business doesn't have a voice. Without a voice, you can't reach people and connect with them. And without connection and communication, you're left with not much more than a product or service, just sitting there ... alone ... in the dark.

The primary purpose of marketing is to get the word out about your business, creating brand awareness, helping people understand your business in-depth, and keeping loyal customers happy.

Marketing isn't JUST for your customers' eyes and ears. You can also gain valuable insight into who your target audience is.

Knowing your target audience well will help you improve all of your marketing efforts so you can avoid wasting your budget by getting in front of the wrong type of people. People want to support businesses they believe in. So be authentic by sharing your personal, relatable story creatively.

Consider implementing social responsibility practices, like ensuring your products are ethically sourced. A noble social cause can also be adopted, such as giving a percentage of your revenue to charity.

Building your reputation through effective marketing will naturally lead to growth and increased revenue for your business. If your offerings are as good as you describe them, you'll build a loyal base of customers who will spread the word for you!

Fingerprint Marketing. 2022. *Why is Marketing Important? FAQ About Small Business Marketing*. [online] Available at: <<http://fingerprintmarketing.com/why-is-marketing-important>>

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

20 marks

Total: 200 marks

ADDITIONAL SPACE (ALL QUESTIONS)

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

[illegible]

[illegible]

[illegible]