

SMARTWIZ

GRADE 12 HOSPITALITY EXAM

MARKS: 100

TIME: 3 HOURS

SCHOOL _____

CLASS (eg. 4A) _____

SURNAME _____

NAME _____

MARKS	
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Instructions for Learners:

- Read all instructions carefully before you begin the exam.
- Write your full name and student number clearly on the answer sheet/book.
- Answer all questions unless otherwise instructed.
- Show all your work/calculations where necessary.
- Write neatly and clearly.
- Use only a blue or black pen. Do not use correction fluid or tape.
- Electronic devices (calculators, cell phones, etc.) are not allowed unless explicitly permitted.
- Raise your hand if you have any questions.
- Do not talk to other learners during the exam.
- Any form of dishonesty will result in immediate disqualification from the exam.

This exam consists of Five pages, including the cover page.

SECTION A: HOSPITALITY BUSINESS ENVIRONMENT (25 MARKS)**QUESTION 1**

1.1 Define **hospitality entrepreneurship**. (3)

1.2 List FOUR factors to consider when starting a hospitality business. (4)

1.3 Explain the role of **marketing** in the hospitality industry. (4)

1.4 Describe THREE ways technology has impacted hospitality operations. (6)

1.5 Identify TWO legal requirements a hospitality business must comply with. Explain each briefly. (8)

SECTION B: FOOD SAFETY AND SANITATION (25 MARKS)**QUESTION 2**

2.1 Define the term **cross-contamination** in food safety. (3)

2.2 Explain FOUR personal hygiene practices that food handlers should observe. (8)

2.3 Study the diagram below showing the **temperature danger zone** for food safety.

Visual: Temperature Danger Zone Chart

Temperature (°C)	Bacterial Growth Risk
0 – 4	Safe (cold storage)
5 – 60	Danger zone (rapid growth)
Above 60	Safe (hot holding)

2.4 Based on the chart, explain why it is important to keep food out of the temperature danger zone. (4)

2.5 Suggest THREE safe food handling procedures to avoid bacterial contamination. (6)

SECTION C: ACCOMMODATION SERVICES (25 MARKS)

QUESTION 3

3.1 Explain the term **housekeeping** in the accommodation industry. (3)

3.2 List FOUR tasks performed by housekeeping staff in a hotel. (4)

3.3 Describe the importance of **inventory control** in housekeeping. (5)

3.4 Discuss TWO benefits of good housekeeping to guests and the business. (6)

3.5 Outline THREE safety precautions housekeeping staff should follow when handling cleaning chemicals. (7)

SECTION D: TOURISM MARKETING AND SUSTAINABILITY (25 MARKS)

QUESTION 4

4.1 Define **sustainable tourism**. (3)

4.2 List and explain FOUR ways tourism businesses can promote sustainability. (8)

4.3 Explain how social media can be used effectively to market a tourism destination. (5)

4.4 Discuss TWO challenges tourism destinations face when trying to implement sustainable practices. (4)

4.5 Suggest THREE ways tourists can contribute to sustainable tourism. (5)

End of Exam

TOTAL : 100



MEMO

SECTION A: HOSPITALITY BUSINESS ENVIRONMENT (25 MARKS)

QUESTION 1

1.1 Hospitality entrepreneurship: (3)

- The process of starting and managing a new business in the hospitality sector, such as restaurants, guest houses, or catering services.
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1.2 Four factors to consider when starting a hospitality business: (4)

- Target market
 - Location
 - Capital or funding
 - Competitor analysis
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1.3 Role of marketing in hospitality: (4)

- Promotes services and builds brand awareness
 - Attracts new customers and retains existing ones
 - Increases bookings/sales
 - Communicates offers and events
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1.4 Three ways technology has impacted hospitality: (6)

- Online booking systems have made reservations easier.
 - Digital menus and contactless payments enhance customer experience.
 - Automated inventory systems improve stock control and reduce waste.
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1.5 Two legal requirements: (8)

- **Business license:** Ensures the business is legally registered and allowed to operate.
 - **Health and safety compliance:** Ensures safe working and customer environments, including food safety and fire safety.
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SECTION B: FOOD SAFETY AND SANITATION (25 MARKS)

QUESTION 2

2.1 Cross-contamination: (3)

- The transfer of harmful bacteria or substances from one surface, food, or person to another.
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2.2 Four personal hygiene practices: (8)

- Wash hands thoroughly before and after handling food.
 - Wear clean uniforms or aprons.
 - Keep hair tied back or wear hairnets.
 - Avoid touching face or hair while preparing food.
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2.3 Danger Zone Chart – Explanation: (4)

- The temperature range between 5°C and 60°C is ideal for rapid bacterial growth.
 - Food must be kept below 5°C (cold storage) or above 60°C (hot holding) to prevent contamination.
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2.4 Three safe food handling procedures: (6)

- Use separate chopping boards for raw and cooked foods.
 - Store food at correct temperatures.
 - Cook food to safe internal temperatures.
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SECTION C: ACCOMMODATION SERVICES (25 MARKS)

QUESTION 3

3.1 Housekeeping definition: (3)

- The department responsible for cleanliness, maintenance, and the overall upkeep of guest rooms and public areas.
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3.2 Four housekeeping tasks: (4)

- Cleaning guest rooms and bathrooms
- Replacing linen and toiletries
- Reporting maintenance issues
- Restocking minibars

3.3 Importance of inventory control: (5)

- Prevents stock shortages and overstocking
 - Controls costs by monitoring usage
 - Ensures availability of cleaning materials and linen
 - Reduces theft or loss
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3.4 Two benefits of good housekeeping: (6)

To guests:

- Clean, hygienic, and comfortable stay

To business:

- Positive reviews, repeat business, and improved reputation
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3.5 Three safety precautions for chemical handling: (7)

- Always wear protective gloves and gear.
 - Never mix chemicals as it may cause dangerous reactions.
 - Store chemicals in properly labelled containers away from food.
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SECTION D: TOURISM MARKETING AND SUSTAINABILITY (25 MARKS)

QUESTION 4

4.1 Sustainable tourism: (3)

- Tourism that minimizes negative impacts on the environment, society, and economy while supporting conservation and local communities.
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4.2 Four ways businesses promote sustainability: (8)

- Use energy-efficient appliances
 - Recycle waste and reduce single-use plastics
 - Source food and supplies locally
 - Educate guests on eco-friendly practices
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4.3 Social media marketing for tourism: (5)

- Showcases attractions with images/videos
 - Engages with potential tourists through posts and replies
 - Promotes events, deals, and travel experiences
 - Builds brand awareness quickly
 - Encourages customer reviews and sharing
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4.4 Two challenges of implementing sustainable practices: (4)

- High initial costs for eco-friendly infrastructure
 - Resistance to change by staff or guests
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4.5 Three ways tourists contribute to sustainability: (5)

- Use reusable water bottles and bags
 - Respect local cultures and environments
 - Support eco-friendly accommodations and local businesses
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✓ End of Memo

TOTAL : 100