



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2019

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 B Gross Profit
- 1.2 C Crumble down
- 1.3 D Brut
- 1.4 A Wet ageing
- 1.5 B Pistachio nuts
- 1.6 D 30
- 1.7 A Marbling
- 1.8 B Silverside
- 1.9 A Couverture chocolate
- 1.10 D Fermentation

QUESTION 2 MATCH THE COLUMNS

Column A Vegetarian Diets		Column B Meal	
2.1	Vegan	D	Chickpeas, pumpkin, spinach and rice
2.2	Pesco-vegetarian	E	Fish and salad
2.3	Lacto-vegetarian	C	Milk, yoghurt and fruits
2.4	Pollopescatarean	A	Chicken and asparagus wrap
2.5	Fruitarian	B	Strawberries, pineapple, kiwi and grapes

QUESTION 3

- 3.1 A Enzymes in fresh fruit
- B Whole egg
- C The large amount of air
- D A large quantity of acid

- 3.2 3.2.1 Cartouche – is a circle greaseproof paper used when blind baking, or for poaching or simmering food to prevent skin from forming, others are finger foods or hors d’oeuvres.
- 3.2.2 Syneresis – the result of simmering food to prevent skin from forming of protein, the gel shrinks and water is lost or seeps out. Other refer to process in gel preparation.
- 3.2.3 Chuck – forequarter others from hindquarter.

3.3 Give the correct term for each of the following:

3.3.1 Tuberculosis

3.3.2 Menu engineering

3.3.3 Enzymes

3.3.4 Croquembouche

3.3.5 Hops

SECTION B**QUESTION 4**

- 4.1 4.1.1
- Food trends in the market.
 - The competition.
 - Make sure you include items that can be served hot and cold, baked and fried.
 - Keep flavour, colour, texture and temperature in mind.
 - Keep seasonal food in mind/ time of day
 - Religious and cultural beliefs.
 - Food allergies.
 - Dietary limitations should be taken into account.
 - Wide variety of food.
 - Suitability
 - Convenient
 - Availability of ingredients
 - Staff ability and skills
 - Target market/customer base, e.g. college students.
- 4.1.2 Mention a food that will fit into each condition and reason why.
- (a)
- Low in fat.
 - Avoid or restrict intake of meat/processed meat.
 - Moderate sugar intake.
 - Avoid or restrict refined starch.
 - Limit alcohol.
 - MOTIVATION: Because the levels of cholesterol in blood become too high and is left behind in the arteries – reduce the flow of blood and can lead to a heart attack.
- (b)
- Avoid or limit processed food.
 - Avoid or limit food with high salt content.
 - Avoid or limit preserved food.
 - MOTIVATION: Because there is a high level of pressure in the arteries if the blood pressure is too high. Can be a result of water retention, stress and obesity.
- (c)
- Avoid or restrict refined starch.
 - Limit sugar intake.
 - Decrease total fat.
 - Avoid or restrict the intake of processed meats.
 - Control portion size.
 - MOTIVATION: Because the body's inability to produce insulin and food need to prevent the body's cells which cause the blood glucose to rise too high.

- 4.2 Gas/Electricity
Cleaning material
Advertising
Tyres of the truck /fuel
Packaging/serviettes/ stationary
Licencing
Insurance / Hiring costs
Tax as a registered business
Service of the truck/ maintenance
- 4.3 4.3.1
- Some might be uncomfortable to stand.
 - Guest may dirty their fingers.
 - No place to put empty plates down.
 - Wait in long queues
 - Very hot temperatures / in the sun/ Weather conditions
 - Flies/ Bees/ Pests
 - Limited choices
 - Incorrect temperature of food
 - Difficult to stand with food and a glass and eat and drink.
- 4.3.2
- Size of the area allocated – large enough to accommodate the number of guests./Some seating area, e.g. lawn or tables and chairs can make a difference.
 - Place enough serviettes for guests.
 - Put bins in easy reach for serviettes and papers.
 - Appoint more people to help
 - Provide shade/shelter against rain
 - Put candles/ citronella lights to prevent pest coming to food
 - Add more variation, as much as possible
 - Be faster to keep queues shorter or have a hot tray to keep food warm.
 - Help as fast as possible to make the queues move fast.

QUESTION 5

- 5.1 5.1.1 Prevents the growth of yeast and bacteria or micro -organisms
- 5.1.2 Prevents the growth of yeast and bacteria OR prevents oxidation or micro-organisms.
- 5.1.3 Prevents the decay of organic substances.
- 5.2 Sterilising and sealing.
 Destroy microorganisms and enzymes.
 Exclude air – microorganisms cannot multiply.
 Extend shelf life. Keep food for longer
 Can save time and labour as certain preparation has already been done.
 Food available out of season
 Easy storage or transport
 Prevent wastage
 Glass bottling protects the product because it contains no chemicals that can leak into food.
- 5.3 Lengthens the shelf life.
 Slows down rancidification of animal fat.
 Prevent the growth of micro-organisms
 Enhance the flavour
 Enhance the taste
 Hot smoking is ready to eat
 Gives the food a smoky taste.

QUESTION 6

- 6.1 6.1.1
- To meet the expectations – do not promote something that you cannot deliver.
 - To provide good food and value for money – level of quality – a lot of competitors.
 - Professionalism, efficiency and friendliness of staff – people wait and want to be served in a friendly way.
 - Time – be fast but effective – food trucks is fast food – need fast service – no service – no customers.
 - Hygiene – customers need to feel that food is safe to consume.
 - Word of mouth – customers will return
 - Positive or negative review will influence customers
 - To encourage guests to return – increases profit.
- 6.1.2 Consistent delivery of a great experience, time after time, regardless of the individual serving the food or the management in charge. Or meeting customers' needs in a way that they will come back for more
- 6.1.3
- Fast service/efficient.
 - Product different from the original.
 - Easy to eat.
 - Friendly.
 - Limited service expected or more informal.
 - Expectations to be met.
- 6.2 6.2.1
- Ensure the calculation of total items is correct.
 - Quick order and payment saves time.
 - Easy to change prices from one event to another.
 - Different payment method.
 - Delivery apps like Uber Eats
 - Screen for customers to track orders so that they know how long they will wait.
 - Easy to change information on receipts.
 - Install an app for pre-orders.
- 6.2.2
- Use of social media has made a huge impact on the overall experience of eating from a food truck.
 - As many food trucks make use of platforms like Facebook or Instagram for marketing strategies.
 - Customers post pictures of meals ordered and eaten. Hashtags are used and food trucks are tagged.
 - Negative publicity is also a factor, if someone is unhappy they also post it.
 - Specials are also available through likes and comments.
 - An event done by a food truck guest can be tagged and with this method more people can be reached.
 - Menu can be changed or adapted according to customers' preferences.
 - Feedback from customers is fast as well as the responses to customers.
 - Customers can be offered exclusive discounts if they are social media followers.

QUESTION 7

- 7.1 7.1.1 Barding
Covering a piece of meat with thin slices of bacon to prevent it from drying out or add more flavour
- 7.1.2 Flavoursome breast bone and a few ribs.
Tough, found in the forequarter.
- 7.1.3 Moist heat and combination cooking methods. OR
Low and slow cooking method.

7.2

Type of meat	ONE SAUCE	TWO ACCOMPANIMENTS	
Pork	Apple sauce	Apple rings or halves Braised leaks	Onions (or any possible option)
Lamb	Mint sauce	Noisette potatoes	Fondant potatoes Mint jelly (or any possible option) (Mark one specific accompaniment and one general for example pap or rice or potato wedges)

- 7.3 7.3.1 55°C - 65°C (in this range)
- 7.3.2 Warm and pink red and the juice is pink.
- 7.4 Heart, tongue, tripe and oxtail
- 7.5 • Similar in appearance and taste of beef / darker colour.
• Lower in kilojoules than beef, chicken, turkey or lamb.
• Lean meat
• Not so fatty
• No hormones added to the food that appear in the meat.

QUESTION 8

8.1 Ice cream – Frozen, high fat creamy, smooth, pleasantly flavoured mixture that is light on the palate (10% milk fat).

Granita – Italian sorbet, water ice, more crunchy and granular texture than sorbet, contains crushed ice crystals.

8.2 8.2.1 Hot dessert / pan-fried dessert
Crêpes in an orange sauce that is flamed with brandy.

8.2.2 Cold / Baked custard
Rich egg custard topped with a crust of caramelised sugar served in a mould.

8.3

- Bake at a high temperature of 200 °C for a short time – for steam to develop and to form a cavity which expands inside the batter.
- Temperature is reduced to 180 °C to complete baking time. / or to dry out. (Give two marks for temperatures and one mark for any of the two reasons)

8.4

- Butter (the best to use for pastry)
- Margarine (hydrogenated shortening)
- Lard
- Oil/Vegetable Oil
- Puffex
- Pastrex

8.5 Piercing small holes into raw pastry.

8.6 8.6.1 Phyllo

8.6.2 Puff pastry

QUESTION 9

- 9.1 9.1.1 Sauvignon Blanc/Chenin Blanc/Chardonnay/Riesling
- 9.1.2 Pinot Noir/Chardonnay/Blanc de noir
- 9.1.3 Cabernet Sauvignon/Merlot/Shiraz/Bordeaux blends or any other red blend
- 9.1.4 Cabernet Franc/Merlot/Pinotage
- 9.2 Ale: brewed from yeast that ferments on the top.
 Lager: brewed from yeast that ferments on the bottom.
 Stout: top-fermented beer but darker than ale.
- 9.3
 - Correct storage temperatures of mixes, etc.
 - Handling glasses correctly as bases not rims.
 - Ensure glasses are clean.
 - Ice must be prepared from safe water.
 - Clean-as-you-go principle applied.
 - Use tongs to pick up ice.
 - Clean equipment – avoid cross-contamination.
 - Storage of ingredients to prevent cross contamination
- 9.4
 - Mix the cocktails last when preparing a drinks order for a table.
 - Prepare the garnishes as part of the beverage service mise-en-place or collect all equipment.
 - Always return stock and equipment to the correct storage area so that you and your team members can find them easily.
 - Don't overfill glasses, to prevent wastage and spillage and to save time as no wipe ups are required.
 - Support each other as a team, be aware of what is going on around you when preparing and serving beverages.
 - Make sure you have crushed ice.
 - Always present and garnish drinks in an interesting way.
- 9.5 On consumption licences: Allow the liquor to be consumed where it is bought, but not taken off the premises.
 Off consumption licences: Govern outlets to sell liquor that is consumed elsewhere.
- 9.6
 - Person who has, in the preceding 10 years been sentenced to imprisonment, for any offence without the option of a fine.
 - A person who is rehabilitated insolvent.
 - A person who is a minor/under 18 on the date of consideration of the application.
 - The husband or wife of any of the above.)

QUESTION 10

10.1 Water:

- Always have extra water.

Weather:

- Make provision, if there is rainy weather that the trailer has a large enough area under which the customers can stand. Have alternative menus to change if there are weather problems.

Equipment:

- Make sure that there is very simple equipment that can be used if the other equipment is faulty or not working.

Injuries:

- Make sure you are aware of the closest hospital, shops, etc. in case of an emergency. Ensure staff is qualified first responders.

Fire:

- Ensure that the truck meets safety requirements by law, i.e. extinguisher, gas safety.

Security:

- Vulnerable to elements; stop in a well-lit, safe area with high visibility.

Competition

- Make sure you add something the competition doesn't have.

Little Space

- Try to park the food truck where there is more space around.

10.2

- Purpose is to inform the guest what amount needs to be paid.
- Give the slip to the guest.
- Make sure that you state clearly what payment methods you have available before the guests order.
- Make sure, if people stand in lines, that you know exactly who are paying together before you give the bill. Make sure you know if members of a group are paying separately or together.
- Be clear in your bill, to prevent any confusion.
- If you use cash, make sure you have enough change.
- Make sure the bill is correct.

QUESTION 11

- 11.1 11.1.1
- Not too expensive to start.
 - Hard work will make a success.
 - Willing to take a risk entrepreneur.
 - She is only 18 years old, normally not a lot of money available.
 - Other businesses or franchises/sit-down restaurants are very expensive.
 - She will be able to be independent.
 - Good way to enter the food industry.
 - Location is flexible.
 - Easy to manage a short, simple menu.
- 11.1.2
- Sales refers to potential clients being **introduced to products and services**. Generate income.
 - Marketing deals with **promoting** products or the establishment or marketing develops relationship with clients in order for products and services to be sold.
 - Together they ensure products are promoted and **income is generated** for the establishment.
 - She will probably work alone and with her abilities like business/accounting/hospitality background will be able to run it efficiently. Sufficient human resources are required to support the sales.
 - Creative to serve something different from the rest.
 - All of the above have an influence on the other.
 - Sales and marketing = income – supported by the HR on her own.
- 11.2 11.2.1 Advert A (if candidate chose B 11.2.2 will be incorrect)
- 11.2.2
- Big lettering and easy to read.
 - Date, place and time mentioned.
 - Interesting pictures.
 - Professionally designed.
 - More detail
- 11.3 11.3.1 The goals that the entrepreneur has to set for himself. or Goals set by a business when promoting the products and services to customers.
- 11.3.2 Any possible reason (sell enough to make a profit, become known, word of mouth marketing).
- 11.4 Capital and funding to carry the person for two to three months.

- 11.5
- Demographic factors (age, gender, family size).
 - Geographic factors where the customers are located – the food truck can go anywhere – able to reach more customers.
 - Lifestyle/psychographic factors – describe the activities – food truck can go where the activities are – interests and opinion of customers.
 - Product-related factors – describe when customers prefer which product or service – food truck-versatile and sell whatever the people need – describes how loyal a customer is to a product.
- (Any two and their explanation)
- 11.6
- Contributes to the GDP of South Africa. Or foreign currency
 - Increases demand for products to the manufacturers, such as good food outlets.
 - Direct and indirect jobs are created.
 - Skills development takes place.
 - Increase the living standard of people in SA.
 - Infrastructure
 - Natural habitats or resources (Kruger National Park)
 - Negative – Cultural Erosion, Drugs, Prostitution or seasonal jobs or crime.
 - Improve local business
- 11.7 Revenue-generating areas earn income for an establishment.
Non-revenue – necessary for the proper functioning of an establishment or areas that are regarded as cost or expenses to an establishment.
- 11.8 Revenue per available room

SECTION C**QUESTION 12****RUBRIC TO MARK SECTION C QUESTION 12**

	0	1 mark	2 marks	3 marks	4 marks
Use of sources	Makes no reference to sources.	Make 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.
Use of own knowledge	Only irrelevant or inaccurate facts given.	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.
Content Relevance	Essay is not about the statements regarding Health and Safety of Food Trucks.	Discusses safety superficially and without the implications or reference to food trucks.	Discusses safety superficially or without reference to the health implication or without reference to food trucks.	Discusses statements referring to health and safety practice and gives some examples of maintaining a healthy standard.	Discusses statements thoroughly referring to health and safety practice in food trucks and gives examples of how food preparation in food trucks can prevent food borne diseases.
Quality Argument	Response makes no sense.	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, shows evidence of clear understanding.
Fairness, i.e. argument against	No counter opinion given.	One counter opinion given.	At least two counter opinions given.		
Presentation	Little or no structure to the response.	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.		

Total: 200 marks