



ZIMBABWE

MINISTRY OF HIGHER AND TERTIARY EDUCATION

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL CERTIFICATE

IN

**FOOD AND BEVERAGE MANAGEMENT, BAKERY STUDIES,
PROFESSIONAL COOKERY AND TOURISM AND HOSPITALITY
MANAGEMENT**

SUBJECT: Communication.

PAPER NO: 333/S07

NOVEMBER 2011 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer ALL questions.

This paper consists of 3 printed pages.

QUESTION 1

Players in the hotel industry have realised mixed results as the tourism sector labours to restore its shining status.

African Sun, one of the largest hotel groups in the country, registered a US\$20 million profit while Cresta suffered a US\$1, 5 million loss.

Cresta is part of the investment group TA Holdings. TA Holdings last week released results that saw its local operations declaring an attributed loss of US\$2,4 with the hospitality company, Cresta suffering a US\$1,5 million loss for the period.

The Zimbabwe Stock Exchange listed African Sun Limited registered a topline of US\$19.8 million during the five months ended February 2010. African Sun operates hotels in Zimbabwe, South Africa, Nigeria and Equatorial Guinea.

The group's Chief Executive Officer, Mr Shingi Munyeza said the group's average occupancy rose by eight percent. He said the average daily rate of occupancy rose by two percent and the revenue per available room rose by 39 percent.

Local tourism has been struggling to make a comeback at the back of declining global tourist arrivals. The United Nations World Tourism Organisation (UNWTO) estimated that tourist arrivals in 2009 declined by four percent to 880 million worldwide. The sector however generated US\$946 billion in export earnings.

The UNWTO forecasts a growth in international tourist arrivals of between three and four percent in 2010.

In a further boost for tourist revival efforts in the country, the Victoria Falls Safari Lodge has been nominated for two prestigious travel awards at the 17th Annual World Travel Awards scheduled for July in South Africa.

The Safari Lodge was nominated in the Zimbabwe's leading Safari Lodge and Hotel categories. In a statement, Africa Albida Tourism's AAT Regional Director based at Victoria Falls Safari Lodge, Mr Heath Dhana, said that the nomination was an indication that they were maintaining an "excellent level".

Included among the Seven Wonders of the World, Victoria Falls is the heart beat of Zimbabwean tourism and the country's most famous destination. AAT operates three divisions, namely hospitality, restaurants and parks and has Victoria Falls Safari Lodge as its flagship

(336 words)

Source (The Sunday News 28 March – 3 April 2010)

- a) Summarise the passage above into a third of its length, and indicate the number of words you have used. (18 marks)
- b) Provide a suitable heading for the passage. (2 marks)

QUESTION 2

Owing to bad trade in the trade, management in your hotel has resolved to reduce the working week for all its operations staff to three days. This new measure will be effected on 1st September 2010 and will be reviewed after six months.

Write a memorandum to all staff members communicating this new arrangement. (10 marks)

QUESTION 3

Management in your hotel has tasked you (you are a Junior Manager) to carry out an investigation into the viability of extending the bar operational time from the traditional 1300 hours – 2200hours to 24 hours during the World Cup period Submit your report in memorandum form.

(25 marks)

QUESTION 4

Draft a notice advertising an important function organised by your hotel (10 marks)

QUESTION 5

a) Briefly explain the following terms.

- | | |
|----------------------------|-----------|
| i) Noise | (2 marks) |
| ii) Feedback | (2 marks) |
| iii) Communication channel | (2 marks) |
| iv) Verbal Communication | (2 marks) |
| v) Grape vine | (2 marks) |

b) Briefly explain the following terms as they are understood in meetings.

- | | |
|------------------|-----------|
| i) Agenda | (2 marks) |
| ii) Intra-vires | (2 marks) |
| iii) Proxy | (2 marks) |
| iv) Out of order | (2 marks) |
| v) Resolution | (2 marks) |

QUESTION 6

On the 1st of January 2010, you placed an order for an industrial refrigerator for use in your hotel. The supplier undertook to deliver it within two working days from the date of receipt of the order. A week has since passed and the order is still to be delivered.

Write a letter of complaint expressing your dissatisfaction and press for immediate delivery as well. (15 marks)

.....rg/fm