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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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JUNE EXAMINIATION

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N6

(4021176)

12 June 2013 (X-Paper)
09:00–12:00

This question paper consists of 7 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
TRAVEL OFFICE PROCEDURES N6
TIME: 3 HOURS
MARKS: 200

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions.
2. Read ALL the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Start each question on a NEW page.
5. Write neatly and legibly.

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You work as a senior travel agent for FLY HIGH Travel Agency in East London. The travel agency specialises in corporate and business travel. You are currently in the process of training Anna, a junior travel agent.

QUESTION 1

1.1 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

1.1.1 Business trips normally are longer than leisure trips.

1.1.2 The percentage of commission earned for business travel is the same as for standard leisure travel.

1.1.3 Business travellers will sometimes make use of the same travel agency to book their leisure travel arrangements for them, if they are happy with the service of the travel agency.

1.1.4 Business travel agents are constantly under pressure from their clients to deliver fast and efficient service.

1.1.5 Business clients regularly walk into a travel agency just like leisure clients.

1.1.6 Multinational companies are good prospective clients for a travel agency.

1.1.7 The location of the hotel for a business traveller is not important at all.

1.1.8 Sightseeing trips are very important for business travellers, and travel agents need to pay special attention to this.

1.1.9 A business traveller will set up meetings long before the time, thus it is not possible for them to be flexible regarding time.

1.1.10 Special facilities such as free internet and laundry services might be needed by business travellers.

(10 × 1) (10)

1.2 Briefly explain to Anna the steps she must follow when selling business travel to a large company such as Mercedes Benz. (7 × 2) (14)

1.3 What general information do you need in order to create a tailor-made package for Mercedes Benz? (6)

[30]

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QUESTION 2

2.1 You are currently working on an incentive package for Tiger Foods in your area. Anna indicates that she doesn't know anything about incentive travel. Answer the following question to clarify incentive travel for Anna:

2.1.1 Explain what incentive travel is. (4)

2.1.2 Name the elements which form part of a good incentive trip. (4)

2.1.3 Discuss the factors which will affect the final cost and time table of the incentive trip. (6 × 2) (12)

2.2 Formulate FIVE questions which you will ask the winners of the incentive trip to evaluate the success of the programme. (5 × 2) (10)
[30]

TOTAL SECTION A: 60

SECTION B

Answer ALL the questions in this section.

QUESTION 3

3.1 Explain the difference between a sales promotion and an advertising campaign, and provide an example of each. (5 + 5) (10)

3.2 Sales promotions can be aimed at different target groups. Neatly copy the following table into your ANSWER BOOK and complete it.
(3 × 5) (15)

Target Market	Objective (any 2 per target market)	Techniques which can be used (any 2 per target market)

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3.3 Identify which strengths/weaknesses (from the list below) fit the media best. Write only the number (3.3.1–3.3.4) with all the correct answers in your ANSWER BOOK, for example: 3.3.5 H, T.

3.3.1 Magazines	A. Need access to a computer
	B. Choice between regional or national coverage
3.3.2 Radio	C. Large representation of the product
3.3.3 Internet	D. No illustrations are possible
	E. Usually loyal target market
3.3.4 Billboards	F. Can make use of sound, colour and movement
	G. No literacy needed
	H. Good reproduction is possible
	I. Regular updating of information is vital
	J. Usually a short message
	K. Is a background medium

(11)

3.4 Your need to decide on the media which you are going to use to inform the country of the sales promotions which are offered by the guest house in your home town.

Name and briefly discuss the factors which will have an influence on your choice of media. (7 × 2) (14)

[50]

QUESTION 4

You are the public relations officer for ABC Resorts. This national company has resorts in Durban, Cape Town, Nelspruit and Polokwane. The company has had some bad publicity over the past year, and you need to do something about the situation.

4.1 One of your strategies to improve the company's publicity is by doing a radio interview on Radio 8000.

Which guidelines should you keep in mind during the interview? (8)

4.2 You have also decided to do a publicity campaign for ABC Resorts.

Discuss the stages of a publicity campaign in detail. (6 × 3) (18)

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4.3 As the public relations officer, you are responsible for certain activities. Identify from each of the following scenarios the specific activity and write the answer next to the question number (4.3.1–4.3.5) in the ANSWER BOOK.

4.3.1 ABC Resorts donate money to the 'Save the Rhino' foundation.

4.3.2 Ensure that all the staff members have the newly designed uniforms by the end of the month.

4.3.3 Invite the members of the press to a cocktail evening to strengthen relationships.

4.3.4 Inform and advise the management team of a new company which has opened recently which could be competition for ABC Resorts.

4.3.5 Launch a 'win a car' competition. (5 × 2) (10)

4.4 Name the items which need to be included in the press kit when inviting the press to ABC Resorts. (4)

4.5 Give TEN general guidelines that you will follow when you are working with the press. (10)
[50]

QUESTION 5

5.1 Name FIVE characteristics and FIVE skills which a public relations officer should have. (5 + 5) (10)

5.2 Exhibitions form an important part of the travel and hospitality industry. Answer the following questions with this statement in mind.

5.2.1 Briefly explain the different types of exhibitions which are most common in the travel industry. Give an applicable example of each. (3 × 3) (9)

5.2.2 What is involved in planning an exhibition? (3 × 2) (6)

5.2.3 Explain what happens at a travel workshop. (5)

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5.3 The management team of the Flower Hotel in George is looking for a new public relations officer. They have started to draft a job description for the person, but they need your help in order to complete the document.

Write the correct answers next to the question number (5.1.1–5.1.6) in your ANSWER BOOK.

Position:	**Public Relations Officer**
Directly responsible to:	5.3.1
Authority over money:	5.3.2
Responsibilities regarding VIP	5.3.3
Responsibilities regarding the notice board	5.3.4
Responsibilities regarding staff	5.3.5

(10)
[40]

TOTAL SECTION B: 140
GRAND TOTAL: 200

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