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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

GENERAL STUDIES

N1540**(E)**(J1)H
JUNE EXAMINATION

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N6

(4021176)

1 June 2016 (X-Paper)
09:00–12:00

This question paper consists of 8 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. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 You are a senior consultant at Flight Centre.

Why would it be good for Flight Centre to have Woolworths SA as a corporate client? (5)

1.2 Give FIVE reasons why the HR Manager of Woolworths might travel for business. (5)

1.3 According to www.economist.com the biggest complaint received by business travelers is that they are frustrated by delayed or cancelled flights.

Give reasons why business travelers are not flexible with regard to time. (4)

1.4 We have identified Woolworths SA as a good corporate client.

Identify any FIVE types of companies from different industries which would make good corporate clients. (5)

1.5 Look at the following pictures:

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State FIVE things which can project a professional image. (5)

1.6 In addition to appearance, what else contributes to professionalism in a travel agency? (5)

1.7 How would you go about determining a client's needs? (1)
[30]

QUESTION 2

2.1 The following budget for an incentive trip for Verimark was calculated incorrectly. Indicate which of the following steps were calculated CORRECTLY or INCORRECTLY. Write only 'correct' or 'incorrect' next to the question number (2.1.1–2.1.4) in the ANSWER BOOK. Give the correct answer for the calculations which were incorrect.

BACKGROUND: Verimark earned R1 500 000,00 in sales for the previous year. They would like to have a 15% sales increase.

2.1.1 Sales increase was calculated at R225 000,00. (1)

2.1.2 Verimark worked on the standard percentage of profit. It was calculated as R75 000,00. (3)

2.1.3 Verimark uses the standard incentive budget percentage. It was calculated as R22 500,00. (3)

2.1.4 Verimark determined that there should be two winners. The amount was calculated at R18 750,00 per person. (3)

2.2 Show what the money for the incentive trip will be used for as well as the percentage breakdown per item. (10)

2.3 You are requested by your manager to draw up a checklist for Verimark to show the responsibilities with regard to administrative tasks to be done for the incentive tour.

Indicate FIVE tasks on the list, including what is involved in each one in order to provide an efficient and effective service. (10)
[30]

TOTAL SECTION A: 60

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SECTION B

QUESTION 3

3.1 Describe the role of the PRO with reference to the FIVE distinct activities associated with this role in travel and tourism as a service industry. (15)

3.2 Define the following concepts:

3.2.1 Internal publics

3.2.2 External publics

(2 x 1) (2)

3.3 In drawing up the job description of the PRO, you have to include the role of the PRO in general.

What would that include? (4)

3.4 Divide the following job specifications of a PRO under the FIVE headings for the various characteristics and skills required by a PRO.

3.4.1 Business awareness

3.4.2 Well groomed

3.4.3 Honesty

3.4.4 PRISA

3.4.5 Subtle make-up

3.4.6 Work under pressure

3.4.7 Photographic skills

3.4.8 Strengths and weaknesses of company

3.4.9 Multilingualism

3.4.10 Professionalism

(10 x 1) (10)

3.5 Name the SIX steps of the PR process. (6)

3.6 Explain TWO points that should be kept in mind when drawing up a publicity campaign. (3)

[40]

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QUESTION 4

4.1 Explain the nature and purpose of the press facility visit. (3)

4.2 Give examples of opportunities for press facility visits for the following:

4.2.1 Avis

4.2.2 Holiday Tours

4.2.3 Sterkfontein Caves

4.2.4 Mbeni Lodge

(4 x 1) (4)

4.3 Name and give a short description of the steps to follow when organising a press conference. (18)

4.4 List FIVE types of information usually contained in a press kit. (5)
[30]

QUESTION 5

5.1 What is the difference between *PR* and *advertising*? (4)

5.2 Give ONE term for the following:

5.2.1 Traditional and conventional advertising

5.2.2 Alternative, out of the ordinary advertising

5.2.3 Prospective customers you would like to reach with the advertising message

5.2.4 Amount to be spent on advertising

5.2.5 Number of times the consumer uses the medium

(5 x 1) (5)

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5.3

5.3 5.3.1 Explain how the advertisement above made use of the AIDA principle. (8)

5.3.2 What objectives would Marina Bay Sands strive for in the advertisement above? (3)

5.4 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (5.4.1–5.4.5) in the ANSWER BOOK.

5.4.1 Nature and cost of media go hand in hand.

5.4.2 Magazines are not a good way of advertising since they are only distributed locally.

5.4.3 Frequency refers to the number of times the average person in the target market is exposed to an advertising message.

5.4.4 Television advertising is very expensive.

5.4.5 Marketing research can give you a clear picture of your target market.

(5 x 1) (5)

5.5 Name the best advertising medium which Mango Airlines can use to advertise its 'Travel now Pay later' campaign. (1)

5.6 Give TWO advantages and TWO disadvantages of the type of medium selected in QUESTION 5.5. (4)

[30]

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QUESTION 6

6.1 What characteristics does a sales promotion have? (6)

6.2 What would be the primary objectives of a sales promotion to consumers? (6)

6.3 What is the target public for each of the following exhibitions?

6.3.1 Indaba

6.3.2 Getaway Show

6.3.3 Winex

(3 x 1) (3)

6.4 What would a travel workshop entail? (2)

6.5 Draw TWO columns in the ANSWER BOOK. Use the following two headings: COLUMN A – Job Descriptions and COLUMN B – Job Specifications. Divide the word(s) below by writing them in COLUMN A or COLUMN B next to the question number (6.5.1–6.5.10).

6.5.1 Stock

6.5.2 Emotional characteristics

6.5.3 Judgement

6.5.4 Attitude

6.5.5 Equipment

6.5.6 Specific duties

6.5.7 Experience

6.5.8 Workplace

6.5.9 Communication skills

6.5.10 Supervision

(10 x 1) (10)

6.6 What points would you list under the following headings on a job description of a PRO?

6.6.1 Production standards (3)

6.6.2 Specific duties (9)

6.6.3 Responsible to (1)

[40]

TOTAL SECTION B: 140
GRAND TOTAL: 200

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