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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# MARKING GUIDELINE

## NATIONAL CERTIFICATE

## TRAVEL OFFICE PROCEDURES N6

## 5 JUNE 2018

**This marking guideline consists of 11 pages.**

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## SECTION A

## QUESTION 1

1.1 1.1.1 True
1.1.2 False
1.1.3 True
1.1.4 False
1.1.5 False

(5 × 1) (5)

1.2 1.2.1
- Dress neatly.
- Keep colour and patterns in mind when putting an outfit together.
- Underwear should not be visible.
- Hair should be clean, neat and presentable.
- Nails should be short and clean.
- Make-up should be light and fresh and should not draw attention.
- Do not wear any jewellery that would divert the attention from what you are saying.
- Cover up any visible tattoos.
- Wear a tag with your name and the name of the travel agency.
- Make sure you smell nice but not overwhelmingly so.
- A nice pair of heels work well. (Any 5 × 1) (5)

1.2.2
- Arrive fully prepared, practice what you want to say and be on time.
- Use a PowerPoint presentation and a laser pointer.
- Give each person a printed version of your presentation (use branded folders and pens for a striking effect).
- Stick to the point and focus on the needs of the client (be flexible, include alternatives).
- Emphasise the benefits of using your travel agency (travel tips, safety tips for travelling abroad, et cetera).
- Refer to testimonials of satisfied clients to strengthen your presentation. (Any 5 × 1) (5)

1.3
- Nature of the business
- Location of head office/branches/manufacturing plants/stores
- Nature and size of the sales force
- Products they manufacture or sell
- Trade fairs/conferences/workshops they attend (5)

**[20]**

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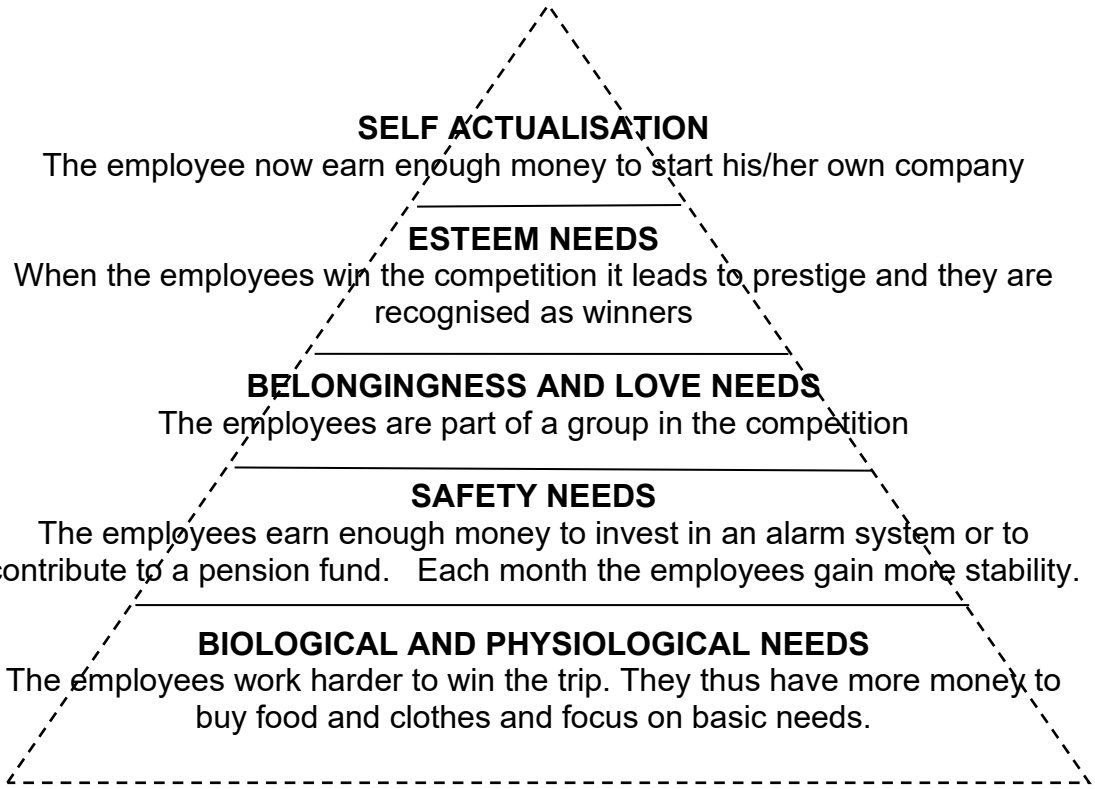
## QUESTION 2

2.1 Business travel can be defined as using ground and/or air transportation✓ for the purpose of conducting business.✓

Incentive travel is a formal scheme used to promote or encourage specific actions or behavior by a specific group of people during a defined period of time.✓ Incentive travel programmes are particularly used in business management to motivate employees✓ and in sales to attract and retain customers. (4)

2.2




(One mark per description in the correct order, one mark per correct heading) (10)

2.3
- Improves knowledge of employees
- Winner gets recognition
- Employees interact with one another
- Self-confidence is improved
- Boosts the morale of employees
- Sense of achievement (6)

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2.4
- Accommodation sector such as hotels, guest houses, et cetera.
- Banks
- Car rental companies
- Car sales agencies
- Consulting firms
- Insurance companies
- Law firms
- Manufacturing companies
- Mining companies
- Trade organisations
- Transport companies
- Travel agencies and tour operating companies
- Universities and colleges (Any 5 × 1) (5)

2.5
- Sightseeing trips
- Excursions to interesting places
- Sports and entertainment
- Local cuisine
- Shopping (Any 4 × 1) (4)

2.6 The more winners there are the less money you have per person. The amount of money you have per person is determined by the profit made during the incentive programme. (2)

2.7
- Were the objectives of the client met?
- Did the prize/holiday justify the effort put in by the participants?
- Was the client happy with our service?
- Is the client willing to be used as a reference?
- Did the client adhere to the aspects upon which both parties had agreed?
- How can miscommunication be avoided?
- Was the budget provided by the client big enough?
- Was the commission earned enough compared to the effort put in?
- Should a service fee have been added for complex arrangements?
- Did any problems occur?
- What changes should be made for future trips?
- Was enough time allocated? (Any relevant 4 × 1) (4)

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2.8
- Was the incentive travel competition organised in an acceptable manner?
- Did you at all times understand what was expected from you?
- Did the timeline allow for the expected results?
- Was the trip worth all the effort you put in?
- Was the accommodation and transport to your liking?
- Was there enough entertainment and activities booked?
- Were these activities stimulating and interesting enough?
- What activities could be included to make the trip more interesting?
- Will you participate in an incentive travel programme again?
- What problems occurred?
- How can these problems be avoided in future?
- What changes should be made?
- Do you have any suggestions for the next trip?
- Would you be willing to be a reference for the travel agency?

(Any relevant 5 × 1) (5)
**[40]**

## SECTION B

## QUESTION 3

3.1
3.1.1 C
3.1.2 D
3.1.3 A
3.1.4 C
3.1.5 B

(5 × 1) (5)

3.2
3.2.1 Counselling
3.2.2 Lobbying
3.2.3 Product publicity
3.2.4 Press relations
3.2.5 Corporate publicity

(5 × 2) (10)

3.3 A campaign to create awareness. (1)

3.4 3.4.1
- Defining the situation, problem or opportunity
- Setting objectives
- Identifying the target audience
- Determining the budget
- Evaluation and feedback (5 × 1) (5)

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3.4.2 Use the media for the following:
- Individual visits
- Newspaper and magazine articles
- Promotions
- Educationals
- Social media, for example, Facebook, twitter (5 + 2) (7)

3.4.3
- Cost of the planned activities for the specific programme
- Cost involved in executing these activities (2)

**[30]**

**QUESTION 4**

4.1
- Generate new customers
- Create awareness of the service by providing information about new or unique aspects
- Build credibility
- Establish reputation as an expert in the field (4)

4.2
- Take time to look in the mirror just before going on camera.
- Stand comfortably with your hands at your sides. If seated, sit forward and erect.
- Look at the reporter when being interviewed and not at the camera.
- Listen carefully.
- Do not give false information or create false impressions.
- Talk clearly in short phrases.
- Try to keep your answers brief.
- If you feel you didn't make your point clearly, ask the interviewer to record you again.
- It is a good idea to incorporate the question into your response to give context.
- Don't wear accessories that could make a noise.

(Accept only answers relevant to television interview) (5)

4.3 Yes (1)

4.4 4.4.1
- Decide on a topic
- Time
- Location
- Speakers
- Notification of the press conference
- Compilation of a press kit
- Visual aids
- Actual event
- Follow up (9)

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4.4.2 Marker should analyse the candidates answer to determine whether the candidate have given a solution to the specific problem. (2)

4.4.3 It gives additional research information to journalists regarding information creating a positive image and giving facts about what the Kruger National Park is doing about the situation. (2)

4.4.4
- Historical fact sheet
- Events programme
- Information on the speakers
- Feature articles
- Broadcast information
- Reviews
- Visual material
- Information on upcoming events
- Corporate gifts (Any 7 × 1) (7)

**[30]**

**QUESTION 5**

5.1 5.1.1 Persuading
5.1.2 Informing
5.1.3 Reminding
5.1.4 Reminding
5.1.5 Reminding

(5 × 2) (10)

5.2 5.2.1
- Television
- Radio
- Newspaper
- Internet (Any TWO)

5.2.2
- Helicopter with a banner
- Billboards
- Pamphlets
- Lamppole ads
- People standing at robots and handing out free gifts

(Any TWO)
(2 × 2) (4)

5.3
- People who like the outdoors
- Foreigners visiting South Africa to see the big 5
- People who like nature and animals (Any relevant 3 × 1) (3)

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5.4 5.4.1 No✓ – locals know the Kruger National Park and it seems a waste to advertise only for them✓

5.4.2 Yes✓ – lots of foreigners visit South Africa and it can create an awareness of the park✓

5.4.3 No✓ – often ignored and only reaches visitors who have already visited the park✓

5.4.4 Yes✓ – combines sight, sound and motion and is appealing, especially when advertising the park. It involves the whole family✓

5.4.5 No✓ – only for a small audience and is expensive to produce✓

(5 × 2) (10)

5.5 5.5.1

| ADVANTAGES | DISADVANTAGES |
|---|---|
| • Flexible<br>• Good local target market<br>• Broad acceptance<br>• High believability<br>• High frequency<br>• Relatively cheap per reader<br>• Reaches all income group | • Short lifespan<br>• Poor reproduction quality<br>• Small pass-along audience<br>• Aimed at general audience |

(Any ONE of each group)

5.5.2

| ADVANTAGES | DISADVANTAGES |
|---|---|
| • Flexibility<br>• High repeat exposure<br>• Low cost<br>• Low competition | • No audience selectivity<br>• Creative limitations<br>• Short exposure<br>• Detrimental to environment<br>• Can be weather permitting<br>• Short message |

(Any ONE of each group)

5.5.3

| ADVANTAGES | DISADVANTAGES |
|---|---|
| • Reaches a wide audience<br>• Can inform immediately of any changes/promotions | • Irritating repetition<br>• Often ignored |

(Any ONE of each group)

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5.5.4

| ADVANTAGES | DISADVANTAGES |
|---|---|
| • Combines sight, sound and motion<br>• Appealing to the senses<br>• High attention<br>• High reach<br>• Can involve the whole family | • Very expensive<br>• No back reference to message, fleeting exposure<br>• Less audience selectivity<br>• Lengthy preparation and production time<br>• Irritating repetition |

(Any ONE of each group)

5.5.5

| ADVANTAGES | DISADVANTAGES |
|---|---|
| • Involves all senses<br>• Viewer is captive, cannot ignore message<br>• Relaxed atmosphere<br>• Involves sound, movement and colour | • Very small audience<br>• Reaches general audience<br>• Expensive to produce and to advertise<br>• Limited message |

(Any ONE of each group)
(5 × 2) (10)

5.6 Television, because it is web-based advertising (3)
**[40]**

**QUESTION 6**

6.1 A job specification is a document that describes the duties, characteristics, required knowledge, skills, abilities and minimum qualifications needed for the effective performance of a particular job.

A job description is a written document that spells out what the employee is supposed to do, how he does it and under what circumstances the task is performed. (2 + 2) (4)

6.2
- To meet and greet guests on the VIP list
- To manage and supervise the services offered by the PRP desk
- To welcome hotel guests and assist in their needs and requirements
- To initiate, design and arrange activity programmes for peak periods
- To remain in public areas of the hotel as much as possible to maintain guest contact
- To liaise with industry and to offer give aways for special occasions
- To supervise the information desk personnel, to co-ordinate and implement a training schedule and to provide timetables of working schedules for the personnel
- To carry out effective site visits and tours of the hotel complex by being fully knowledgeable of all facilities and attractions of the complex
- To be responsible for all information literature and brochures as well as recreational information brochures

(Any 5 × 1) (5)

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6.3 6.3.1 True
6.3.2 True
6.3.3 False
6.3.4 False
6.3.5 False

(5 × 1) (5)

6.4 6.4.1
- It supplements advertising and other elements of marketing communication.
- It serves as an incentive for three different groups, namely company staff, intermediaries in the distribution channel and the final consumer.
- It comprises a variety of activities and incentives.
- It is result-orientated and stimulates immediate reaction.
- There is always some kind of bargain involved where the consumer benefits from lower prices, free give-aways or special deals.
- It has a short life span. (6)

6.4.2 Consumers (1)

6.4.3
- Free samples
- Coupons
- Rebates
- Give aways
- Money-off vouchers
- Buy one, get one free
- Competitions (Any 6 × 1) (6)

6.4.4
- Increase in visitors to the Kruger National Park
- Comparing results with original objectives (2)

6.5
- It provides a chance for suppliers to showcase their products.
- It is a place where the travel trade have meetings and make deals.
- It provides the opportunity for tour consultants and travel agents to improve their product knowledge.
- It is a place where various agents in the industry get to meet one another after many telephone and/or e-mail conversations.
- It is a chance to attend industry seminars held by industry experts and meet some of the key role-players of the tourism industry.

(5)

6.6
- Indaba
- Getaway show (Any ONE) (1)

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6.7
- Exhibition is directed at consumers – they are ultimately the end users of the product you are selling
- Travel workshops have the people who can convince the end user to come to the Kruger National Park.

(Ultimately any one would be an advantage. Marker to interpret candidate's answer and reasoning behind it.) (3)

6.8
- World Travel Market
- ITB

(2)
**[40]**

**TOTAL SECTION B: 140**
**GRAND TOTAL: 200**

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