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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N6

26 May 2021

This marking guideline consists of 9 pages.

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INSTRUCTIONS TO MARKERS

1. Mark all the questions.

2. Where the marking guideline indicates that markers should use their own discretion, candidates were supposed to interpret the question and give an answer accordingly. Markers should interpret whether the candidate's answer is relevant to the question.

3. Answers in this marking guideline was derived from N6 TRAVEL OFFICE PROCEDURES Future Managers textbook. When standardisation for this question paper is done, marker should please indicate alternative answers derived from other textbooks.

4. Some questions are specifically analysis and evaluation questions. The answers for those questions will be specific to the case study and candidates' answers should therefore be in line with the case study. Answers given to such questions are only a guideline and the marker should assess the candidate's answer according to the guideline.

5. Follow the answers according to the numbering system used in this question paper.

6. Use only red ink.

7. Make your ticks and crosses neatly and legibly.

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SECTION A

QUESTION 1

1.1 G
1.2 C
1.3 A
1.4 D
1.5 J
1.6 B
1.7 F
1.8 I
1.9 E
1.10 H

(10 × 1) **[10]**

QUESTION 2

Preparation	Projecting a professional image	Determining the client's needs	Communicating with the client	Presentation
Potential companies to target✓ Research general information of potential companies✓	No underwear should be visible✓ Hair should be clean, neat and presentable✓	Travel patterns✓ Car rental packages✓	What, where, when?✓ Introduce your travel agency✓	Complete travel package✓ Use technology✓

(10 × 1) **[10]**

QUESTION 3

3.1 False
3.2 True
3.3 False
3.4 False
3.5 True
3.6 False
3.7 False
3.8 True
3.9 True
3.10 False

(10 × 1) **[10]**

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QUESTION 4

4.1 10% (2)

4.2 R900 000,00 (Step 1: projected increase in sales) (2)

4.3 Employees work harder because of the incentive with which they may be rewarded. (2)

4.4 20% (2)

4.5 R900 000,00✓ × 20% ✓= R180 000,00✓ (Step 2: company profit) (3)

4.6 50% (1)

4.7 R180 000,00 × 50% = R90 000 (Step 3: incentive budget)
R90 000,00✓ ÷ 4✓ = R22 500,00✓ per person (Step 4) (3)

4.8

BREAKDOWN ITEM	PERCENTAGE	AMOUNT PER PERSON
1. Promotion✓	10%✓	R2 250,00✓
2. Transport✓	40%✓	R9 000,00✓
3. Accommodation✓	30%✓	R6 750,00✓
4. Meals✓	15%✓	R3 375,00✓
5. Other✓	5%✓	R1 125,00✓

(5 × 3) (15)
[30]

TOTAL SECTION A: 60

SECTION B

QUESTION 5

5.1
- The public relations practitioner (PRP) has to maintain and handle✓ the image and reputation✓ of the company he/she works for.✓
- He/she has to manage the spread of information✓ between an organisation and its publics.✓
- He/she has to persuade the public to maintain a certain point of view about the organisation.✓
- Not only does the PRP liaise with people outside the organisation, but also liaises with internal staff,✓ as well because the employees are the organisation's most important group and the organisation is dependent on its employees for producing services and products.✓ (8)

5.2
5.2.1 Lobbying
5.2.2 Corporate publicity
5.2.3 Counselling
5.2.4 Press relations
5.2.5 Product publicity

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5.3 5.3.1 Specific skills
5.3.2 Qualifications
5.3.3 Personal characteristics
5.3.4 Specific skills
5.3.5 Personal appearance
5.3.6 Knowledge required
5.3.7 Personal characteristics
5.3.8 Knowledge required
5.3.9 Specific skills required
5.3.10 Personal characteristics

(10 × 1) (10)

5.4
- Defining the situation, problem or opportunity
- Setting objectives
- Identifying the target audience
- Formulating the plan of action
- Determining the budget
- Evaluation and feedback (6)

5.5
- Individual visits
- Newspapers and magazines
- Banners, T-shirts
- Exhibitions, demonstrations or promotions
- Seminars, conferences or workshops
- Sponsorships of cultural or environmental projects
- Educationals
- Social media, e.g. Facebook, Twitter, Instagram (Any 6 × 1) (6)

5.6
- Take time to look in the mirror right before going on camera
- Stand comfortably and alert
- Look at the reporter and not the camera
- Listen carefully
- Do not give false information or create false impressions
- Talk clearly in short phrases
- Try to keep answers brief
- If you feel you did not 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
- Do not wear accessories that could make a noise (Any 5 × 1) (5)

5.7 5.7.1 Use social media to create a buzz.✓ Make use of Facebook,✓ Twitter✓ or Instagram✓ to get the word out to the target market. Post interesting facts✓ prior to the opening about the new hotel, such as the time it took to build, background information on the owner or the Michelin restaurant. The public relations officer (PRO) of the company will be the main person responsible for getting the attention of the media.✓ A unique set of skills are required for this job. (6)

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5.7.2 The PRO of a company is responsible for building positive relations with the external publics,✓ e.g. customers, other companies, general public✓ and especially members from the media, such as radio, newspapers, magazines and television.✓

The press facility visit is one such an occasion where good relations are built with the media.✓ During a press facility visit members from the media, e.g. journalists, representatives from radio and television, bloggers, etc., are invited to spend a bit of time at the hotel.✓ This is also referred to as a social visit by the media.✓ (6)

5.7.3
- Follow up by the PRO is required in the case of incorrect reporting✓ and where the released information may harm the public image of the company.✓
- A quick response time✓ from the PRO or spokesperson is crucial✓ and immediate contact should be made with the news outlet that released the information.✓
- The PRO should be able to provide proof✓ that the information released is incorrect.
- The news outlet may be forced to print a correction, apology or statement setting the record straight. (5)

5.7.4
- Press releases can cause some controversy when incorrect reporting takes place.✓
- As stated previously, it is the job of the PRO✓ to respond to these reports and to set the record straight.✓ (3)

5.8
- The opening of the SAINTS Hotel
- Promotional purposes
- An upcoming charity event
- Our lobbying project
- Conservation stories/updates
- Relocating offices
- Responding to accusations against the company
- Receiving an industry award
- International events being hosted by SAINTS Hotel
- Share a milestone
- Informing the public that the SAINTS Hotel is the first hotel with a Michelin restaurant (Any 10 × 1) (10)

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5.9 **PRESS RELEASE✓✓**

Opening of new SAINTS Hotel – Cape Town✓✓

The SAINTS Hotel would like to announce its opening January next year.✓

This newly built 5-star hotel will host the country's first Michelin restaurant.✓ It has 107 deluxe rooms,✓ concierge,✓ undercover parking,✓ swimming pools,✓ indoor play area, gym, 24-hour room service and panoramic views of Cape Town.

ENDS✓✓

For further information, contact:✓
PETER MOKABA✓
PRO – SAINTS HOTEL✓

TEL: 021 554 9999✓
WEBSITE: www.SAINTSHOTEL.com✓
E-mail: pmokaba@saintshotel.com✓

ALLOCATION OF MARKS
LAYOUT: 2
HEADING: 2
TOPIC: 2
INFORMATION: 5
END: 2
MORE INFORMATION: 1
TEL NR: 1
WEBSITE: 1
E-MAIL: 1
CONTACT PERSON: 1 (18)

5.10
- Reply to journalists as soon as possible.✓✓
- Keep in mind that journalists are under pressure to report good stories within a certain time.✓✓
- If you do not know the answer to a question, find out.✓✓
- Do not withhold any information that might harm relations with the media.✓✓
- Do not refuse to give information or to make a statement.✓✓
- It is not a good idea to ask a preview of what the journalist has written.
- Be very careful of what you say and even how you say it.
- Never argue about the value of the story.
- Make sure you take down the name and contact details of the journalist you have spoken to.
- Treat all journalists the same.
- If you make promises, keep them.
- Do not falsify information.

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- Keep your eye on photographers as they seek out opportunities to take incriminating photos.
- Employee, labour and safety records should be available for reference.
- Immediate estimates of damage should be confined to a general description of events until a full investigation has taken place.
- Stay positive and mention facts that will guide the information to be released in your company's favour. (Any 5 × 2) (10)

[103]

QUESTION 6

6.1
6.1.1 To inform
6.1.2 To persuade
6.1.3 To inform
6.1.4 To remind
6.1.5 To remind

(5 × 2) (10)

6.2
STAGE 1 – Determine the objectives
STAGE 2 – Identify the target audience
STAGE 3 – Evaluate alternative strategies
STAGE 4 – Determine the budget
STAGE 5 – Develop the programme
STAGE 6 – Coordinate with associated communications
STAGE 7 – Test the programme
STAGE 8 – Implement the programme
STAGE 9 – Evaluate the effects of the programme (9)

6.3
- The World Travel Market✓
- It has the most international exposure and is held in Cape Town.✓✓
- Guests to the exhibition can visit the hotel for a firsthand experience. (3)

6.4
- To meet and greet guests on the VIP list, as given through by the front office.✓
- To manage and supervise the services offered by the PR desk.✓
- To welcome hotel guests and assist in their needs and requirements.✓
- To initiate, design and arrange activity programmes for peak periods as discussed with departmental heads.✓
- To remain in public areas of the hotel as much as possible to maintain guest contact.✓
- To liaise with industry and to offer 'giveaways' 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 effectively carry out 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. (Any 8 × 1) (8)

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6.5
- To promote the hotel through personal contact with all guests; to coordinate activity programmes, all with the prime objective of service to the guest.
- Developing and maintaining a strong relationship with all stakeholders.
- Assistance in marketing and advertising of the hotel. (Any 2 × 1) (2)

6.6
- Ensure that the image and reputation of the SAINTS Hotel is maintained and enhanced though high-quality communications.
- Building and maintaining a strong internal culture and a positive corporate and community image.
- Developing and maintaining good relationships with all stakeholders. (3)

6.7
* Money
* People
* Entertainment (Any 2 × 1) (2)

[37]

TOTAL SECTION B: 140
GRAND TOTAL: 200

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