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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N6

(4021176)

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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. Use only a black or blue pen.
5. Write neatly and legibly.

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SECTION A

QUESTION 1

Choose a/an word/item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–J) next to the question number (1.1–1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1	Reason for business travel	A	target market
1.2	Business travellers cannot travel any time	B	business travel
1.3	Larger companies	C	flexibility
1.4	Prospective business clients	D	government offices
1.5	Dress neatly	E	general information required
1.6	Source of income	F	location
1.7	Hotel should be close to where meeting will take place	G	training
1.8	Business travellers have special needs	H	business/leisure combination
1.9	Products the company sell	I	characteristic of business travel
1.10	Extending business trip and add a holiday	J	professional image

(10 × 1) **[10]**

QUESTION 2

Draw the following table in the ANSWER BOOK and sort the information below under the correct headings.

Preparation	Projecting a professional image	Determining the client's needs	Communicating with the client	Presentation

What, where, when?; Use technology; Travel patterns;
Potential companies to target; Car rental packages; Complete travel package;
Introduce your travel agency; No underwear should be visible;
Research general information of potential companies;
Hair should be clean, neat and presentable.

[10]

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QUESTION 3

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (3.1–3.10) in the ANSWER BOOK.

3.1 Incentive travel is a way to discipline employees.

3.2 Maslow's hierarchy of needs can be compared with an incentive travel programme.

3.3 Insurance is an esteem need in Maslow's hierarchy.

3.4 The target market for incentive travel is only large companies.

3.5 Prospective clients can be found on Google.

3.6 The incentive travel programme is designed by the company.

3.7 A standard timetable for incentive travel is normally 6 months long.

3.8 Instructions to winners should include a letter of congratulation.

3.9 The incentive programme must be evaluated after completion of the trip.

3.10 Extras like day trips does not form part of the incentive trip.

(10 × 1) **[10]**

QUESTION 4

You work for SKY TRAVEL. You are responsible for incentive travel. SAB is your new client and they want you to explain the following with regards to the budget.

4.1 What is the projected increase in sales for such a programme? (2)

4.2 If SAB's sales for the previous year was R9 000 000,00, how much will the projected increase be for this year? (2)

4.3 What would the reason for the increase be? (2)

4.4 What is the standard percentage of profit of the sales increase? (2)

4.5 Determine SAB's profit. Show all calculations. (3)

4.6 What is the percentage of profit usually used for the incentive programme? (1)

4.7 If SAB decides to have 4 winners, how much money will be available per winner?

Show all calculations. (3)

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4.8 The agency is responsible for the budget breakdown per person. Draw the following table in the ANSWER BOOK and complete the table.

BREAKDOWN ITEM	PERCENTAGE	AMOUNT PER PERSON
1.		
2.		
3.		
4.		
5.		

(5 × 3) (15)
[30]

TOTAL SECTION A: 60

SECTION B

QUESTION 5

5.1 Describe the role of the public relations (PR) practitioner in general. (8)

5.2 There are five distinct activities associated with the role of the public relations officer (PRO). Name the activity from the examples below:

5.2.1 Your hotel has a new policy against single-use plastic and is busy implementing an awareness campaign.

5.2.2 Introducing name tags for all staff.

5.2.3 PRO informing management that 50% of the guests staying at the hotel booked through TRIVAGO.

5.2.4 Organising a press release to inform the public that our hotel has been awarded a five-star grading.

5.2.5 Our hotel restaurant has been awarded Michelin status and the PRO arranges a dinner for our most valued guests.

(5 × 2) (10)

5.3 Name the subheading of the PRO job specification described below:

5.3.1 Good communication skills

5.3.2 PRISA

5.3.3 Honest

5.3.4 Photographic skills

5.3.5 Well groomed

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5.3.6 Company's strengths and weaknesses

5.3.7 Moral integrity

5.3.8 Sound knowledge of the role of the PRO

5.3.9 Multilingual

5.3.10 Willing to serve

(10 × 1) (10)

5.4 When launching a publicity campaign, there are certain steps to follow. Name the SIX steps of the PR process. (6)

5.5 Name SIX communication channels that can be used to get the message to the target audience. (6)

5.6 It is important to keep a few factors in mind during a television interview.

Name FIVE tips that can be given someone to follow during a television interview. (5)

5.7 You are the PRO of the new SAINTS Hotel in Cape Town. The hotel will open soon and boasts with a 5-star grading and the first Michelin restaurant in South Africa.

5.7.1 Explain what can be done to make the opening of the SAINTS Hotel newsworthy. (6)

5.7.2 You decide that a press facility visit would be the most viable route to introduce the SAINTS Hotel to the media.

Explain the nature and purpose of a press facility visit. (6)

5.7.3 Why is it important to do a follow up after the press facility visit? (5)

5.7.4 One of the journalists incorrectly reported that the SAINTS Hotel is situated in Sandton, Johannesburg.

Explain how you would deal with the situation. (3)

5.8 Name TEN types of events specific to the SAINTS Hotel that can merit calling a press conference. (10)

5.9 Write a press release for the opening of the SAINTS Hotel in January next year. Include the following information: 107 deluxe rooms; Michelin restaurant; facilities and services (which you think should be in a 5-star hotel); all other information may be fictitious. (18)

5.10 Give the PRO FIVE tips on how to deal with the media during emergencies.

(5 × 2) (10)

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QUESTION 6

6.1 Advertising strives towards three objectives. Name the objective which the following advertisements want to achieve.

6.1.1 Opening of the new SAINTS Hotel.

6.1.2 Advertising a discounted rate if guests book and pay before the end of the month.

6.1.3 Describing the Michelin restaurant.

6.1.4 Posting the booking details on our Instagram.

6.1.5 Promoting a special rate during off season.

(5 × 2) (10)

6.2 Use the case study of the SAINTS Hotel and mention the NINE stages of establishing a promotional campaign for the SAINTS Hotel. (9)

6.3 Which travel exhibition would be most suitable to promote the SAINTS-hotel? Give a reason for the answer. (3)

6.4 Draft the specific duties which the PRO of the SAINTS Hotel will be required to do as part of his/her job description. (8)

6.5 Draft the task summary of the PRO of the SAINTS Hotel. (2)

6.6 What are the production standards of the PRO of the SAINTS Hotel? (3)

6.7 Over what aspects would the PRO of the SAINTS Hotel have authority? (2)

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TOTAL SECTION B: 140
GRAND TOTAL: 200

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