



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1520(E)(M24)H

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N4

(5140184)

24 May 2019 (X-Paper)

09:00–12:00

OPEN-BOOK EXAMINATION

Students are allowed to bring their student portfolios containing class notes, brochures, guides, case studies, assignments and tests, along with textbooks, GSA magazine, travel voucher and TWO dictionaries into the examination room.

Electronic dictionaries may NOT be used.

This question paper consists of 9 pages and 2 addenda.

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
TOURISM COMMUNICATION N4
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. ALL the questions are tourism related. The answers must reflect the situation in the tourism industry.
 5. Read the background information carefully and base your answers, where possible, on that information.
 6. Do NOT copy general answers from the textbook.
 7. Start each question on a NEW page.
 8. Rule off across the page on completion of each question.
 9. Leave a line between the answers to the short questions.
 10. Only material handed out in the examination venue may be used. You are NOT allowed to use paper or pictures from your resource material.
 11. It is the candidate's responsibility to staple the ADDENDA to the inside of the front cover of the ANSWER BOOK.
 12. Write neatly and legibly.
-

QUESTION 1: THE COMMUNICATION PROCESS

Jabu is the manager dealing with the accommodation bookings at Wrights Guest Lodge. 

- 1.1 Name EIGHT components of the communication model. (8)
- 1.2 State FOUR ways in which the success of communication can be measured. (4)
- 1.3 Choose the type of communication from COLUMN B that matches an example in COLUMN A. Write only the letter (A–E) next to the question number (1.3.1–1.3.4) in the ANSWER BOOK.



COLUMN A		COLUMN B
1.3.1	Come on computer, don't play up now!	A mass-media communication
1.3.2	'Sir, are you satisfied with your room?'	B intrapersonal communication
1.3.3	I wonder where the list of today's guests is.	C extrapersonal communication
1.3.4	There is an article in the newspaper about aggressive elephants.	D interpersonal communication
		E inter-extra communication

(4 × 1) (4)

- 1.4 Different barriers can prevent effective communication.

Explain the following barriers and give a tourism-related example of each:

1.4.1 Psychological barrier

1.4.2 Physiological barrier

1.4.3 Semantic barrier 

(3 × 2) (6)

- 1.5 Name the different types of non-verbal communication in the following situations:

1.5.1 The toilets are indicated with a lion and lioness on the doors.

1.5.2 The desk in the office and the chair on the opposite side of the table ensure the correct distance when consulting with a guest.

1.5.3 He waved his arms to call me.



1.5.4 When Mary asked the guest whether he was satisfied with the breakfast, he only frowned.

- 1.5.5 Peter is asking the designer about the ideal colour for his upcoming wedding.  (5 × 1) (5)
- 1.6 1.6.1 Give TWO examples of written communication used in the tourism industry. (2)
- 1.6.2 Give TWO examples of verbal communication in the tourism industry. (2)
- 1.7 Why is communication regarded as a two-way process? (4)
- 1.8 Explain each of the following terms and abbreviations commonly used in the travel industry:
-  1.8.1 Baggage
- 1.8.2 B & B
- 1.8.3 Check-in time
- 1.8.4 Domestic
- 1.8.5 MCT (5 × 1) (5)
- [40]**

QUESTION 2: SUCCESSFUL HUMAN RELATIONS

Mrs Sechele, the manager at Rest Well Hotel, is a very motivated person. She loves her job and her colleagues look up to her as she is a good manager. She keeps up to date with the latest in tourism. 

- 2.1 Define the term *motivation*. (3)
- 2.2 Discuss the influence of the following factors on motivation in the workplace. Use tourism-related examples to substantiate your answers.
- 2.2.1 Work environment
- 2.2.2 Incentives (2 × 3) (6)
- 2.3 Maslow identified five levels of needs that play a role in motivation. 
- Name the FIVE levels of needs and substantiate your answer by giving a tourism-related example of each level. (5 × 2) (10)

- 2.4 Mrs Sechele, the manager at the Rest Well Hotel, should have an extrovert personality.  (2)
- 2.4.1 What is meant by *extrovert*? (2)
- 2.4.2 Why should she have this type of personality? (2)
- 2.5 Name FIVE different dimensions of the self-image. (5)
- 2.6 Define the term *perception*. (2)
- 2.7 State FIVE general characteristics of human's/people's perceptual experience. (5)
- 2.8 Mrs Sechele often has to resolve conflict situations at the hotel.
Give her FIVE hints on how to approach conflict situations. (5)
- [40]**

QUESTION 3: ETIQUETTE

Mrs Sechele knows the importance of etiquette in her job as a manager. She has to know how to relate and act courteously and correctly to clients and colleagues.

- 3.1 Define the term *etiquette*.  (4)
- 3.2 State FIVE very powerful concepts, words and phrases that are effective tools in business communication. (5)
- 3.3 State FIVE points of information that should be included when sending clients an invitation to a formal function. (5)
- 3.4 State any SEVEN general rules and hints in connection with telephone calls. (7)
- 3.5 Answer the following questions regarding the reception of a VIP:
- 3.5.1 To whom must the invitation be sent if you wish to invite a VIP? (3)
-  3.5.2 Who must establish the time of arrival of a guest speaker, so that the guest of honour is welcomed at the door? (3)
- 3.5.3 When the state president is the guest of honour at a reception, which song is played on his arrival? (3 × 1) (3)

3.6 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (3.6.1–3.6.10) in the ANSWER BOOK. 

3.6.1 At a formal tea, the guest will place the teaspoon back on the saucer after he/she has stirred his/her tea.

3.6.2 A lady never pours wine for herself if an escort, host or waiter is available to do it for her.

3.6.3 A cocktail party is usually planned for 12:00.

3.6.4 At a buffet, where you dish up for yourself, you should finish the food on your plate.

3.6.5 You should switch off your cellphone during a performance in a theatre.

3.6.6 The hostess should indicate that the guests may eat by starting to eat first.

3.6.7 When you invite a VIP to a function, you have to contact him/her by letter through his/her secretary.



3.6.8 At a formal dinner guests remain standing until the guest of honour is seated.

3.6.9 A lady can put her bag on the floor during a sit-down formal dinner.

3.6.10 At a sit-down formal dinner, guests can start eating before the hostess has started.

(10 × 1) (10)

3.7 Give SIX important points on personal care to the employees of the Rest Well Hotel. 

(6)
[40]

QUESTION 4: INTERCULTURAL COMMUNICATION

The Rest Well Hotel is situated in an area where people of many different cultures live. Therefore, the staff members at the Rest Well Hotel must be skilled in communicating interculturally.



4.1 Explain the following problems in intercultural communication to a staff member. Give an appropriate tourism-related example for each problem.

4.1.1 Prejudice

4.1.2 Discrimination

4.1.3 Perception

4.1.4 Stereotyping

(4 × 3) (12)

4.2 Name SIX different elements of a culture. (6)

4.3 Look at the following sentence spoken by Lerato from the Rest Well Hotel.

'That customer is *mule-headed*.'



4.3.1 What is the denotative meaning of the word *mule-headed*?

4.3.2 What is the connotative meaning of the word *mule-headed*?

4.3.3 Write only TRUE or FALSE regarding the following statement and if it is FALSE, correct it.

By using connotative meaning, language becomes objective, which can lead to misunderstanding.

(3 × 2) (6)

4.4 Name the territorial zone in each of the following examples:



4.4.1 Jane was sitting next to her husband on a tour bus to Durban.

4.4.2 John was not happy that Jane used his office when he was on leave.

4.4.3 The employees at the Rest Well Hotel share a kitchen during lunch time.

(3 × 1) (3)

4.5 Discuss the following skills/aspects of an effective communicator:

4.5.1 Extend goodwill

4.5.2 Attitude

4.5.3  Trust

4.5.4 Feedback

4.5.5 Knowledge of other cultures

(5 × 2) (10)

4.6 The employees of the Rest Well Hotel get a wider perspective of life when they are often in contact with people of other cultures.

Substantiate this statement.



(3)
[40]

QUESTION 5: WRITTEN COMMUNICATION

5.1 FAX MESSAGE

Compile the fax that Lerato Peterson has to send to Mr Wilson regarding his booking at the Rest Well Hotel with the following information:

Mr Wilson and his family (his wife and son) are booked at the Rest Well Hotel from 10 to 15 December. They will be accommodated in a family suite with two bedrooms. The hotel has a restaurant where they can enjoy their meals and a playground for the children.

Mr Wilson has paid the deposit and he will pay the remaining balance on the day before their arrival (9 December). There is also a parking fee that needs to be paid for their vehicle. Mr Wilson requested Lerato to fax him more details about the hotel and other places in the surrounding area where they can go on fun outings. His fax number is as follows: 060 234 1010.



Complete the fax form on ADDENDUM A (attached) as if you are Lerato. Staple ADDENDUM A to the inside of the front cover of the ANSWER BOOK.

MARK ALLOCATION

LAYOUT	LANGUAGE	CONTENT
4	4	12

(20)

5.2 MEMORANDUM

Lerato is on sick leave for 3 days, but there is information she needs to convey to John, the front house manager. She types a memorandum and emails it to him.



In the memorandum, she tells John that she was booked off on sick leave for 3 days. She asks John to make sure that the fax facility was ready in Room 25 for a guest's use. He will find the name of the guest in her special request file in her office.

Lerato has also asked him to confirm the flight booking for Mrs Sechele, whose details are in Lerato's diary on her desk. She thanks him for standing in for her during her sick leave.

Use the given information and complete the memorandum form on ADDENDUM B (attached) as if you were Lerato. Staple ADDENDUM B to the inside of the cover page of the ANSWER BOOK.



MARK ALLOCATION

LAYOUT	LANGUAGE	CONTENT
4	6	10



(20)

[40]**TOTAL: 200**

EXAMINATION NUMBER:

[illegible]

REST WELL HOTEL

FAX MESSAGE

SUBJECT:

[illegible]

Signature:

(20)

EXAMINATION NUMBER:

[illegible]

REST WELL HOTEL

MEMORANDUM

FROM: **DATE:**

TO:

SUBJECT:

[illegible]

(20)