higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1510**(E)**(N14)H

NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N4

(5140184)

14 November 2016 (X-Paper)
09:00–12:00

OPEN-BOOK EXAMINATION

Students are allowed to bring the following into the examination room: student portfolios, textbooks, notes, assignments, GSA, travel brochures and TWO dictionaries.

Electronic dictionaries may NOT be used.

This question paper consists of 10 pages and 2 addenda.

GENERAL STUDIES

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
TOURISM COMMUNICATION N4
TIME: 3 HOURS
MARKS: 200

GENERAL STUDIES

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. Provide factual and relevant answers. Be specific. No marks will be earned with meaningless and vague answers.
6. Do NOT copy general answers from the textbook.
7. NO attempt will be made to decipher illegible handwriting.
8. Start each question on a NEW page and rule off on completion of the complete answer.
9. Leave a line open between the answers to the short questions.
10. Read the background information carefully and base your answers where possible on that information.
11. Only material handed out in the examination venue may be used. You are not allowed to use paper or pictures you may have in your resource material.
12. The necessary addenda, needed, are included and it is the responsibility of the candidate to staple them to the inside front page of the ANSWER BOOK.
13. Write neatly and legibly.

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QUESTION 1: THE COMMUNICATION PROCESS

Sandra Moitse is working at African Travel. She phones Peter at South African Railways to enquire about available seats between Johannesburg and Bloemfontein on 15 December 2016. Peter informs her that the trains are fully booked for the whole of December. That was what Sandra could make out as the connection was breaking up.

1.1 Indicate the different elements in the communication process in the above scenario.

1.1.1 Decoder

1.1.2 Message

1.1.3 Encoder

1.1.4 Feedback

1.1.5 Code

1.1.6 Medium

1.1.7 Barrier

(7 x 1) (7)

1.2 Choose category of communication in COLUMN B that matches with the example given in COLUMN A. Write only the letter (A–D) next to the question number (1.2.1–1.2.4) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.2.1	Since I talked to the plants in the office, they grow much better	A	mass communication
1.2.2	Sandra asks the manager where the train schedules are	B	interpersonal communication
1.2.3	The manager addresses 100 consultants on the topic of service excellence	C	intrapersonal communication
1.2.4	I wonder whether the best way to get to Maputo is by plane	D	extrapersonal communication

(4 x 1) (4)

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1.3 Explain the following barriers to effective communication and give a tourism related example for each:

1.3.1 Semantic barrier

1.3.2 Physical barrier

1.3.3 Psychological barrier

1.3.4 Physiological barrier

1.3.5 Perceptual barrier (interest)

(5 x 2) (10)

1.4 1.4.1 Which message would the receiver believe when the verbal and non-verbal messages are contradictory?

1.4.2 Give a tourist related example of such a situation.

(2 x 2) (4)

1.5 Identify the types of non-verbal communications in each of the following scenarios.

1.5.1 The client could not understand Sandra, as she pronounced the words circumstances and brochures in a funny way.

1.5.2 The client shook her head in disbelief when she realised what Sandra was trying to say.

1.5.3 The French tourist bowed and kissed Sandra's hand in greeting.

1.5.4 You will be able to recognise the flight attendants by the uniforms they wear.

1.5.5 The restaurant is indicated by a sign showing a plate with a knife and fork on either side.

(5 x 1) (5)

1.6 Explain the term *direct verbal communication* and *indirect verbal communication* and give a tourist related example of each. (2 x 2) (4)

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1.7 The following acronyms are commonly used in the travel industry.

Write them in full.

1.7.1 ETD

1.7.2 BA

1.7.3 PDP

1.7.4 WHO

1.7.5 YHA

1.7.6 ACSA

(6 x 1) (6)

[40]

QUESTION 2: SUCCESSFUL HUMAN RELATIONS

2.1 Explain the nature of motives. (4)

2.2 Maslow formulated the hierarchy of needs.

Name these needs, starting with the most basic need and give a tourist related example of each need. (10)

2.3 Name each factor responsible for motivation in the workplace as indicated in these examples.

2.3.1 Tasks are monitored and recognition given.

2.3.2 The work place is light, has air conditioning and is safe.

2.3.3 The employees get an annual salary increase.

2.3.4 The employees are regarded as people with the potential for growth.

(4 x 1) (4)

2.4 People have different personality types.

Name the FOUR classical personality types. (4)

2.5 2.5.1 How would you be able to observe the emotions of a client or a colleague? (2)

2.5.2 Give TWO examples to substantiate your answer in QUESTION 2.5.1. (4)

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2.6 Identify the dimension of the self-image in the following situations.

2.6.1 Sandra dresses in such a way that it will definitely draw the attention of her male colleagues.

2.6.2 Sandra's marks were the highest of the tourism class.

2.6.3 If there is a problem with a plug or any equipment, ask Jacques he will solve the problem.

2.6.4 Although Peter is an introvert, he is one of the top consultants at the office.

2.6.5 Sandra has a good figure, but she regards herself as too skinny.

(5 x 1) (5)

2.7 How would you determine that a colleague has a good self-image?

Name FOUR characteristics of a good self-image. (4)

2.8 Define *stressors.* (3)

[40]

QUESTION 3: ETIQUETTE

3.1 Explain what is expected of all the employees, regarding the following:

3.1.1 Hygiene

3.1.2 Posture

3.1.3 Health

(3 x 2) (6)

3.2 What would be expected of the staff members with regard to the following?

3.2.1 Loyalty

3.2.2 Punctuality

3.2.3 Initiative

(3 x 2) (6)

3.3 What should be keep in mind when introducing the following people:

3.3.1 Men and women

3.3.2 Titles

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3.3.3 Married couples

3.3.4 Introducing yourself

(4 x 1) (4)

3.4 Define the term *etiquette.* (4)

3.5 During a telephone conversation with a client, the consultant must remember that it is not direct communication and he/she has to rely completely on the voice to get the message across.

What should the consultant keep in mind regarding the following:

3.5.1 Volume

3.5.2 Tempo

3.5.3 Tone of voice

(3 x 2) (6)

3.6 State FOUR rules that one should adhere to when dealing with outgoing calls. (4)

3.7 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (3.7.1–3.7.10) in the ANSWER BOOK.

3.7.1 You have to notify the receptionist every time you leave the office.

3.7.2 You may enter into a theatre after the show has started.

3.7.3 During a meal with several courses, you use the cutlery starting from the outside.

3.7.4 The duration of a cocktail party is usually from 18:00–20:00.

3.7.5 You should conceal the label of the wine bottle when serving the wine.

3.7.6 Lift the glass when pouring champagne.

3.7.7 The hostess must ensure that no guest is allergic to the food se serves.

3.7.8 Guests must introduce themselves at a dinner party.

3.7.9 Do not start eating before the hostess has started to eat.

3.7.10 For food like peas and rice you may turn your fork around and use it like a spoon.

(10 x 1) (10)

[40]

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QUESTION 4: INTER-CULTURAL COMMUNICATION

4.1 Explain why the following can cause problems in inter-cultural communication and give a tourism related example of each one as explanation:

4.1.1 Prejudice

4.1.2 Discrimination

4.1.3 World view

4.1.4 Stereotyping

(4 x 3) (12)

4.2 Although the ideal situation is to address every client in their own language, it is impossible in a travel office dealing with clients from all over the world.

Explain how the following could hamper communication, and how you should try to prevent it:

4.2.1 Pronunciation and articulation

4.2.2 Connotation

4.2.3 Choice of language in the travel office in South Africa.

(3 x 2) (6)

4.3 Choose a description from COLUMN B that matches a/an word/item in COLUMN A. Write only the letter (A–F) next to the question number (4.3.1 – 4.3.6) in the ANSWER BOOK.

COLUMN A		COLUMN B	
4.3.1	Norms	A	national flag
4.3.2	Beliefs	B	western societies shake hands when greeting
4.3.3	Values	C	wherever Chinese are they participate in the annual dragon boat races
4.3.4	Ideas and customs	D	South Africa participates in the movement to a greener environment
4.3.5	Attitudes	E	the care for the elderly in the extended family is part of the way certain cultures live
4.3.6	Symbols	F	the Indians wear white while in mourning

(6 x 1) (6)

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4.4 Sandra is a Northern Sotho lady who qualified as a lawyer and originally joined the firm as their legal adviser. She is a member of the Methodist church.

Name the subcultures to which Sandra belongs. (3)

4.5 Explain why one should be aware that the following matters may cause problems and poor communication in intercultural relations, if the communicator is not knowledgeable about the cultural differences:

4.5.1 Time

4.5.2 Space

4.5.3 Kinesics

(3 x 3) (9)

4.6 Distinguish between *cultural communication* and *cross-cultural communication*. (4) **[40]**

QUESTION 5: WRITTEN COMMUNICATION

5.1 Fax Message

Mrs Benecke wanted to travel by train from Johannesburg to Bloemfontein on 15 December 2016. But when Sandra phoned, she was told that the trains were fully booked for December.

Peter Mashaba from the South African Railways has now phoned Sandra with the information that there was a cancellation and there are two first class seats available on 16 December 2016 and on the return journey seats from Bloemfontein to Johannesburg available on 31 December 2016 as well as on 4 and 6 January 2017. If she was still interested, she must phone him within 48 hours to book at 011 234 6677. The price is R400 pp one way. She has to pay in full when she makes her booking.

Draw up a fax message to inform Mrs Benecke at ABC enterprises of this new development. Her fax number is 011 455 6767. Use ADDENDUM A (attached) for this question and staple it to the inside cover of the ANSWER BOOK.

Mark allocation		
Layout	**Language**	**Content**
4	4	12

(20)

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5.2 Telephone message

Mrs Benecke, phoned Sandra. Because Sandra was not available, Maria took the message.

Mrs Benecke: I have phoned Peter Mashaba on the number in your fax message several times. The only reaction is that the 'the number you have dialled, does not exist'. Would it be possible for you to contact him as we would like two seats on 16 December 2016 from Johannesburg to Bloemfontein and two seats for the return journey on 6 January 2017. I would also like to know where I can pay for the booking. I appreciate your effort.

Write the telephone message on ADDENDUM B (attached) and staple it to the inside cover of the ANSWER BOOK.

Mark allocation		
Layout	**Language**	**Content**
4	6	10

(20)
[40]

TOTAL: 200

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ADDENDUM A **EXAMINATION NUMBER:** | | | | | | | | | | | | | |

QUESTION 5.1

MEMORANDUM

African Travel
Tel: 041 123 4567
Fax: 041 123 4588

TO: _____

ATTENTION: _____

FROM: _____

DATE: _____

TOPIC: _____

NUMBER OF PAGES: _____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Signature _____

(20)

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ADDENDUM B **EXAMINATION NUMBER:**

QUESTION 5.2

African Travel

Telephone message

TO: _____

FROM: _____

DATE: _____

TIME: _____

MESSAGE:

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Message taken by _____

(20)

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