



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1510(E)(N12)H

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N4

(5140184)

**12 November 2018 (X-Paper)
09:00–12:00**

OPEN-BOOK EXAMINATION

Students are allowed to bring their student portfolios containing class notes, textbooks, notes, guides, case studies, tests, assignments, GSA magazine, travel brochures and TWO dictionaries into the examination room. Electronic dictionaries may NOT be used.

This question paper consists of 7 pages and 1 addendum.

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 and the answers must reflect the situation in the tourism industry.
 5. Do NOT copy general answers from the textbook.
 6. Start each question on a NEW page.
 7. Rule off on completion of the question.
 8. Leave a line between the answers to the short questions.
 9. Read the background information carefully and, where possible, base your answers on that information.
 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. Write neatly and legibly.
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QUESTION 1: COMMUNICATION PROCESS

Read the following case study and answer the questions.

Willy is a Tourism graduate who recently started working as a junior consultant at Specials travel agency. Special travel agency is a well-known agency that deals with a lot of international travel.

Willy was recently asked to organise a travel package for Mrs Clark, an important client of the travel agency. Mrs Clark wants to travel to Mauritius. Willy agrees to work on the tour package, although he is not familiar with this area. He is also nervous and is asking himself, 'what have I gotten myself into', but he intends to use the internet and GSA to research this destination. Willy calls Mrs Clark to arrange for a meeting, to discuss details of the trip, but he is struggling to get hold of Mrs Clark. Her personal assistant says she will check her availability.

While on the line with Mrs Clark's personal assistant (PA), another client walks into his office and Willy points at the chair, to offer the client a seat.

- 1.1 Identify THREE categories of communication from the case study and motivate each category by giving an example from the case study. (3 × 2) (6)
- 1.2 Explain to Willy what gate-keeping is and give an example from the case study. (2 × 2) (4)
- 1.3 What is the difference between *verbal* and non-verbal *communication*? Substantiate your answer by giving a tourism-related example. (2 × 2) (4)
- 1.4 Name and explain to Willy the FOUR zones people use to control their relations with others. (4 × 2) (8)
- 1.5 Seeing that Willy is new in his position as a junior consultant, explain to him the following tourism-related terms:
 - 1.5.1 Attraction
 - 1.5.2 Business class
 - 1.5.3 Baggage tag
 - 1.5.4 Checkout
 - 1.5.5 Continental breakfast

(5 × 2) (10)
- 1.6 Name FOUR different approaches to the communication situation. (4)
- 1.7 One of the Willy's duties as a communicator is to be a good listener. How would you describe a good listener? (2)
- 1.8 Explain the term *support* as one of the ways of evaluating feedback. Give ONE example of your choice. (1 + 1) (2)

[40]

QUESTION 2: SUCCESSFUL HUMAN RELATIONS

- 2.1 Define the term *motivation*. (3)
- 2.2 Briefly explain the basic difference between *intrinsic* and *extrinsic motivation*.
(2 × 2) (4)
- 2.3 Maslow describes five levels of needs that play a role in a person's life.
Name the FIVE levels and give a practical tourism-related example of each level to substantiate your answer. (5 × 2) (10)
- 2.4 Indicate whether the following statement is true or false and motivate your choice 'to be a good hotel manager, you need to an introvert' (2)
- 2.5 Zanele is a new receptionist at Sun Hotel. Zanele is not confident in herself. She is often too hard on herself because she thinks she has a 'boring' personality and she is not clever enough.
- 2.5.1 Does Zanele have a good or poor self-image? (1)
- 2.5.2 Which TWO dimensions of her self-image seem to be a problem? (2)
- 2.5.3 List the other THREE dimensions of self-image. (3)
- 2.5.4 Give FIVE points that could help Zanele to improve her self-image. (5)
- 2.6 Give FIVE stressors that Zanele may be facing at work on a daily basis. (5)
- 2.7 Name FIVE guidelines on how to cope with stress at work. (5)

[40]**QUESTION 3: ETIQUETTE**

- 3.1. Give Zanele (The receptionist) FIVE hints on how to deal with outgoing calls. Write down these hints in point form. (5)
- 3.2 Indicate whether the following statements in connection with personal characteristics are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (3.2.1–3.2.10) in the ANSWER BOOK.
- 3.2.1 A successful professional does not antagonise his colleagues by refusing to move from the old ways and so keeping everyone back.
- 3.2.2 A friendly person will often go out of his or her way to offer help to others.
- 3.2.3 If you want to gain trust from your employer, discuss and mention office matters at any time.

- 3.2.4 Helpful people like to be thanked and they help so that they can be thanked.
- 3.2.5 It is unsophisticated for a woman to pull her dress down over her knees when she is already seated.
- 3.2.6 It not always necessary to be on time for your meetings.
- 3.2.7 Be tactful and choose your words carefully.
- 3.2.8 When you show initiative, you do things without being told.
- 3.2.9 Good manners are not the basis of etiquette.
- 3.2.10 To be loyal is to be faithful, even when it is hard to do so. (10 × 1) (10)
- 3.3 Zanele has to attend a cocktail party. Give her some advice on the following:
- 3.3.1 Complexion and make-up
- 3.3.2 Neatness
- 3.3.3 Hair
- 3.3.4 Clothing (4 × 3) (12)
- 3.4 Give THREE hints to keep in mind when you are introducing a guest speaker. (3)
- 3.5 Describe any FIVE roles of a good guest. (5 × 2) (10) [40]

QUESTION 4: INTERCULTURAL COMMUNICATION

A new receptionist at Sun Hotel, Zanele deals with a lot of people from different cultural backgrounds and she is also trying to gain knowledge on cultural issues to get along with people from different cultures.

- 4.1 Explain the following problems in intercultural communication and give a tourism-related example to clarify the explanation.
- 4.1.1 World view
- 4.1.2 Discrimination
- 4.1.3 Prejudice
- 4.1.4 Stereotyping (4 × 3) (12)

- 4.2 Define the term *culture*. (3)
- 4.3 Name SIX elements of culture that Zanele should be aware of. (6)
- 4.4 Which territorial zones can you recognise in the following examples?
- 4.4.1 Mrs Xulu sitting next to Mr Johnson in the business class section of the aeroplane.
- 4.4.2 Willy shares the office with one colleague because his office is currently under renovation
- 4.4.3 Consultants have to share a small kitchen at the travel agency. (3 × 1) (3)
- 4.5 Discuss the following aspects that make one an effective communicator:
- 4.5.1 Language
- 4.5.2 Trust
- 4.5.3 Feedback
- 4.5.4 Empathy
- 4.5.5 Attempts to prevent barriers (5 × 2) (10)
- 4.6 Define the term *cross-cultural communication* and give ONE relevant example of cross-cultural communication. (2 + 1) (3)
- 4.7 Discuss the term *time* when it comes to different cultures. (3)
- [40]**

QUESTION 5: WRITTEN COMMUNICATION

- 5.1 Use the information on the attached ADDENDUM and write a coherent, logical paragraph of about 100–150 words in which you advertise a new theme park that is opening in Kimberly, Northern Cape. Give your paragraph a heading.

Follow the mark allocation guideline below.

CONTENT	LAYOUT	LANGUAGE AND STYLE	TOTAL
12	3	5	20

(20)

5.2 Letter of goodwill

Your name is Sara Pelser from 148 Beyers Ave, Rustenburg 2017, who visited the Pilanesburg Game Reserve from 12–16 December. You were very impressed with the service offered during your stay, activities (game drives and river rafting), luxurious chalets you were accommodated in and the variety of good meals offered at the restaurant.

Write a letter to Mr John Baloyi, the manager, to thank him for this wonderful experience. Explain why you are so impressed and grateful. His address is: Pilanesburg Game Reserve, PO Box 17, Rustenburg 2017.

Follow the mark allocation guideline below:

Mark allocation:

LAYOUT:	LANGUAGE	CONTENT	TOTAL
4	6	10	20

(20)
[40]

TOTAL: 200

ADDENDUM

Situated in the middle of Kimberly
10 km south of the Big hole
10 Water slides
Restaurants and bars
10 Rides
80 Chalets that sleeps 4 with free WiFi
Secure parking facilities
Near the Kimberly's big malls
Adults and children over 5years R120
Children under 5 free entrance
Safety is important
Contact: Andrea West
043 123 1234
andreaw@park.za.za