



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE TOURISM COMMUNICATION N4

13 NOVEMBER 2019

This marking guideline consists of 8 pages.

QUESTION 1: THE COMMUNICATION PROCESS

- 1.1 1.1.1 Neo
 1.1.2 Mr Hasaan
 1.1.3 Brochures
 1.1.4 Neo confirming Mr Hasaan's booking
 1.1.5 The voice and sign language
 1.1.6 Mr Hasaan was satisfied with his booking
(6 × 1) (6)
- 1.2 It can be defined as two-way process,✓ whereby information or message is sent from one person, the sender,✓ through a channel to another, the receiver, who in turn reacts by proving feedback.✓
(3)
- 1.3 Physiological barrier,✓ because Neo is feeling frustrated and has terrible headache.✓
(2)
- 1.4 • Verbal communication involves the use of words in speaking, listening and writing.✓ For example, Nelly and Neo are having a conversation about Mr Hasaan's visit.✓
 • Non-verbal communication uses behaviour, action, objects, symbols or graphics to convey meaning.✓ For example, Neo uses sign language and brochures to explain Mr Hasaan's booking.✓
(2 × 2) (4)
- 1.5 Where communication barriers are created deliberately. This results from fear of the unknown, or even known consequences.✓✓ For example, Sipho, the manager, asks Neo to tell Mr Hasaan that he is not available, because he currently does not want to be bothered in his office.✓✓
(4)
- 1.6 1.6.1 A programme of travel, stipulating places to be visited and dates of arrival and departure.
 1.6.2 A trip offered by a commercial company, or any other organisation, to reward a member of their sales or administrative staff.
 1.6.3 An exhaustion caused by long international flights and the time differences which sometimes result from them.
 1.6.4 A service which operates at advertised set times between points, regardless of passenger demand.
 1.6.5 A building at an airport, bus station or similar construction that is used to process arriving and departing passengers.
(5 × 2) (10)
- 1.7 • The serious approach
 • The humorous approach
 • The rational approach
 • The emotional approach
 • The combined approach
(5)

- 1.8
- Knowledge:✓ The person who sends a message should decide whether his knowledge of the subject is sufficient to allow him to discuss it with a specific receiver or audience.✓
 - Attitude:✓ The communicator should always analyse his attitude towards the subject as well as the receiver's attitude towards the subject.✓
 - Credibility:✓ Receivers will accept messages when they come from people with high credibility.✓ (3 × 2)
- (6)
[40]

QUESTION 2: SUCCESSFUL HUMAN RELATIONS

- 2.1
- Physical needs:✓ Yes, she has all the money in the world; therefore, she can afford a good house.✓
 - Safety and security needs:✓ Yes, money probably ensures safety and security.✓
 - Social needs:✓ Yes, she will meet other people on the tour.✓
 - Esteem needs:✓ Yes, she feels very important by the attention she is getting from the consultants.✓
 - Self-actualisation needs:✓ Yes, she is finally going to London.✓ (5 × 2) (10)
- 2.2
- Free travel
 - Bonus
 - Discount fare (Any 2 × 1) (2)
- 2.3 Extrovert, he likes and enjoy working with his colleagues. (2)
- 2.4
- Policy
 - Supervision
 - Remuneration
 - Work environment (Any 3 × 1) (3)
- 2.5
- Physical dimension:✓ He is healthy looking.✓
 - Dimension of skill:✓ He is one of the best consultants in booking international tours.✓
 - Intellectual dimension:✓ He is smart.✓
 - Psychological dimension: He is motivated
 - Sexual dimension:✓ He can give attention to female clients and gets along with all his colleagues.✓ (5 × 2) (10)
- 2.6
- Cognitive (by thinking):✓ By thinking about an emotion and asking oneself how and what one is experiencing emotionally,✓ it can be perceived rationally.✓
 - Non-verbal:✓ Emotions are observed non-verbally✓ when the emotion can be interpreted or read from what is conveyed by body language.✓ (2 × 3) (6)

- | | | | | |
|-----|-------|-------|---------|-----|
| 2.7 | 2.7.1 | True | | |
| | 2.7.2 | False | | |
| | 2.7.3 | False | | |
| | 2.7.4 | True | | |
| | 2.7.5 | True | | |
| | | | (5 × 1) | (5) |
- 2.8 The psychological, physiological and behavioural responses of an individual being seeking to adapt and adjust to both internal and external pressures. (2)
- [40]**

QUESTION 3: ETIQUETTE

- | | | | | |
|-----|-------|---|---------|-----|
| 3.1 | 3.1.1 | Clothes should be neat, clean, crease-free/well ironed and shoes must be suitable and clean. | | |
| | 3.1.2 | All personal items should be out of sight and working space must reflect a well-organised and precise person. | | |
| | 3.1.3 | Must be immaculately clean, use deodorant, and nails and make-up must be well cared for. | | |
| | | | (3 × 2) | (6) |
- | | | | | |
|-----|-------|--|---------|-----|
| 3.2 | 3.2.1 | Smile, be polite and show interest in the clients and their needs and say please and thank you. | | |
| | 3.2.2 | Is the way in which you are able to fit into the company. It will be obvious in the way you dress, perform your duties and co-operate with colleagues. | | |
| | 3.2.3 | Is the correct behaviour in dealing with a difficult client or situation without being offensive, but to negotiate a solution. | | |
| | | | (3 × 2) | (6) |
- 3.3 • What is the subject?
 • Why was this subject chosen for this audience at this time?
 • Why was the speaker invited?
 • What is the speakers name, position and qualifications? (4)
- 3.4 • Name of the person/organisation issuing the invitation
 • Name of the invitee(s)
 • Event/Occasion/Reason for the event
 • Date of the event
 • Time of the event
 • Venue
 • Date to respond to the invitation (7)

QUESTION 4: INTERCULTURAL COMMUNICATION

Please turn over

4.4	4.4.1	Sympathy		
	4.4.2	Empathy	(2 × 1)	(2)
4.5		• The primary territory • The secondary territory • The public territory		(3)
4.6		In the Western society time is regarded as money and punctuality is very important.✓ Other cultures are not that time conscious.✓ In the travel industry where everything is organised according to a time schedule and where punctuality is necessary, this could cause problems.✓		(3)
4.7		• Ethnocentrism is the perception that a nation, group or culture to which you belong is superior to any other.✓✓ For example a male senior consultant thinks that men are better consultants when compared to females.✓ • Prejudice is to form an impression of someone and judging them without any grounds.✓✓ For example, the biker with the tattoos on his arms must be a dangerous, uncivilised person.✓ (Must explain both for marks)	(2 × 3)	(6)
4.8	4.8.1	Minimise the negativity✓ by emphasising the similarities rather than the differences between cultures.✓ Mutual interests should be identified and shared.✓		
	4.8.2	Both parties must attach the same meaning to the terminology used.✓✓ This also means that there should be an agreement on the denotative and connotative interpretation of the word.✓		
	4.8.3	Take into consideration the culture that you are dealing with.✓ Have respect for their symbols, customs, and way of living, behaviour and ceremonial customs.✓✓	(3 × 3)	(9)
4.9		In Western cultures, time is a greatly valued item. High priority is attached to punctuality when making and keeping appointments, being on time for work and meetings and to complete tasks in the shortest possible time.		(3)
				[40]

QUESTION 5: WRITTEN COMMUNICATION

5.1

ZULU TRAVEL AGENCY

Tel no: 012 123 9090.
Fax no: 012 123 1010

P.O. Box 2222
CENTURION
2005

Date (exam date)

Mr Black
PO Box 0078
CAPE TOWN
001

Dear Mr Black

AN OPPORTUNITY OF A LIFETIME (Any applicable subject line)✓

Can you ever imagine exploring the beautiful United States of America with Mrs Black on your side✓? Would you ever imagine witnessing the shooting of a Hollywood movie featuring our very own Charlize Theron✓? Yes, this is all possible with Zulu Travel. We are offering a deal of lifetime for two, to go and explore America and its beautiful major cities and attractions, to name but a few, the Niagara Falls✓.

Zulu Travel offers nothing but the best. You will be accommodated in some of the world's best five-star hotels,✓ first class travel,✓ wining and dining at the finest restaurants in America✓.

This will wonderful trip and will give you an opportunity to meet with people from all over the world and having fun while doing so.✓

Contact us now to book this opportunity of a lifetime.✓

Yours sincerely✓

Neo Molo

Senior consultant

Mark allocation: **Layout:** 4–1 per mistake or omission
Language: 6–½ per fault
Content 10 (as indicated)

(20)

5.2

ZULU TRAVEL AGENCY

Tel: 018 444 0101**Tel: 012 123 9090****Fax: 012 123 1010****e-mail: bookings@zulutrust.co.za****FAX MESSAGE****TO:** Black Empire✓**ATTENTION:** Mr Black✓**FAX NR:** 060 765 4321✓**FROM:** Neo Molo✓**DATE:** Exam date✓**Nr of Pages:** 1 of 1✓**SUBJECT:** BOOKING CONFIRMATION✓**MESSAGE:**

The booking of the trip to USA is hereby confirmed for clients Mr and Mrs Black. The following hotels with restaurants have been booked Michael Angelo Hotel in Beverly Hill, for 18–20 September, and Hilton Hotel in New York, for 21–22 September.✓ The travel agency has also included a rental car that will pick you up from your home to the airport, all free of charge.✓

This also serves as a reminder that you still need to collect your visas, which are already available at the agency✓.

Please do not hesitate to contact us if there are any questions.

Thank you.

Neo Molo✓

Layout: as indicated on the fax message.

Language: minus ½ a mark for grammar and spelling mistake

Content: as indicated on the fax message.

(20)
[40]

TOTAL: 200