higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N4

(5140184)

13 November 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 8 pages and 1 addendum.

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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. Do NOT copy general answers from the textbook.
6. Start each question on a NEW page.
7. Rule off across the page on completion of each question.
8. Leave a line between the answers to the short questions.
9. Read the background information carefully and base your answers, where possible, on that information.
10. 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.
11. The necessary ADDENDUM needed are included and it is the responsibility of the candidate to staple them to the inside front page of the ANSWER BOOK.
12. Write neatly and legibly.

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QUESTION 1: THE COMMUNICATION PROCESS

Read the following case study and answer the questions.

Nelly Zulu is a consultant at Zulu Travel, a well-known family business in the area. Zulu Travel specialise in selling and organising tours to many African countries. The agency is managed by Nelly's brother Sipho. There are two other consultants that are working for the Zulu Travel agency, Neo and Sydney.

Neo, one of the senior consultants, is very frustrated and has a terrible headache after dealing with a difficult client, Mr Hasaan, who also finds it very difficult to communicate in English. She used some of the brochures and sign language, to try and explain the booking to Mr Hasaan.

Neo is very relieved when Mr Hasaan's leaves her office because he was finally satisfied with his booking and that she has finally confirmed his booking. Neo says to herself, 'Thank goodness, I'm done for the day.'

1.1 Based on the conversation between Neo and Mr Hasaan, answer the following questions:

1.1.1 Who is the sender?

1.1.2 Who is the receiver?

1.1.3 What is the code used by the sender?

1.1.4 What is the message?

1.1.5 Which medium of communication is used?

1.1.6 What is the feedback from the receiver?

(6 × 1) (6)

1.2 Define the term *communication.* (3)

1.3 Which type of barrier is evident in the meeting that took place between Neo and Mr Hasaan? Substantiate your answer by referring to the case study. (2)

1.4 What is the difference between *verbal* and *non-verbal communication*? Substantiate your answer by giving a tourism-related example. (2 × 2) (4)

1.5 Define the term *gatekeeping* and give a tourism-related example. (4)

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1.6 Explain each of the following tourism terms:

1.6.1 Itinerary

1.6.2 Incentive travel

1.6.3 Jet lag

1.6.4 Scheduled service

1.6.5 Terminal

(5 × 2) (10)

1.7 List FIVE different approaches that are used in communication. (5)

1.8 Describe THREE factors which can influence the communicator's suitability and capability. (3 × 2) (6)

[40]

QUESTION 2: SUCCESSFUL HUMAN RELATIONS

Read the following case study and answer the questions.

Sydney loves working at Zulu Travel and he is one of the best consultants in booking international trips. He is smart, motivated and healthy-looking, and enjoys working with his colleagues. Sydney has to book a trip to London for Mrs Martin, who has all the money in the world and can afford any kind of trip. Mrs Martin asks Sydney to book her on a Contiki Tour, where she will have the opportunity to meet other people. She feels very important because of the attention she is getting from the consultants, especially Sydney. She is very excited that she is finally going to London and is looking forward to it and some time off.

2.1 Name FIVE levels of needs and by referring to the case study, state whether these needs of Mrs Martin are being fulfilled. (5 × 2) (10)

2.2 Name TWO incentives that Sydney might qualify for. (2)

2.3 Would you describe Sydney's personality as being *introverted* or *extroverted?* Substantiate your answer by referring to the case study. (2)

2.4 List any THREE factors which influence motivation in the workplace. (3)

2.5 Sydney has a very good self-image.

Name the dimensions of self-image and then support your answer by referring to the case study. (5 × 2) (10)

2.6 Name and describe TWO ways in which emotions can be observed. (2 × 3) (6)

2.7 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (2.7.1–2.7.5) in the ANSWER BOOK.

2.7.1 A good characteristic of self-image is judging your own and other people's ability realistically.

2.7.2 Experience is one of the general characteristics of our perceptual experience.

2.7.3 Perception is influenced by present experience.

2.7.4 Roles are behaviour patterns people display in their relationships to others.

2.7.5 The relationship between the employer and employee should have mutual respect.

(5 × 1) (5)

2.8 Define the term *stress.* (2)

[40]

QUESTION 3: ETIQUETTE

Read the following case study and answer the questions.

The consultants at Zulu Travel have to deal constantly with both their clients and their colleagues. A certain level of behaviour, dress code and grooming is expected of them. They should also have a sound knowledge of etiquette in order to act according to the rules of society.

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

3.1.1 Personal neatness

3.1.2 Neatness of their office

3.1.3 Personal grooming

(3 × 2) (6)

3.2 What would be expected of employees working at Zulu Travel regarding the following:

3.2.1 Friendliness

3.2.2 Adaptability

3.2.3 Tact

(3 × 2) (6)

3.3 Ask FOUR questions that you should answer for the audience when you are introducing a speaker. (4)

3.4 List SEVEN elements of information that should be included in a formal invitation in order to avoid any confusion or misunderstanding. (7)

3.5 State what type of dress would be suitable for the following functions you will have to attend as an employee of Zulu Travel:

3.5.1 Formal dinner – the year-end function

3.5.2 At the office – day to day wear

3.5.3 Cocktail party – launch of new travel agency branch

(3 × 1) (3)

3.6 Define the term *protocol*. (3)

3.7 Name FIVE necessary telephone aids that you will use in a travel agency. (5)

3.8 Explain the following aspects when using a telephone:

3.8.1 Volume

3.8.2 Tone of the voice

3.8.3 Tempo

(3 × 2) (6)

[40]

QUESTION 4: INTERCULTURAL COMMUNICATION

4.1 Give ONE term/word for each of the following descriptions. Write only the term/word next to the question number (4.1.1–4.1.5) in the ANSWER BOOK.

4.1.1 This when communication across cultures takes place.

4.1.2 The most complex problem in cross cultural interaction.

4.1.3 The framework that allows us to understand society, the world and our place in it.

4.1.4 The habits performed by cultural groups.

4.1.5 Specific objects that draw people into a common culture.

(5 × 1) (5)

4.2 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–F) next to the question number (4.2.1–4.2.6) in the ANSWER BOOK.

COLUMN A		COLUMN B	
4.2.1	Norms	A	what a culture believes in and stands for
4.2.2	Beliefs	B	a culture's judgement of what is right or wrong in society
4.2.3	Values	C	acceptable behaviour in society
4.4.4	Ideas and customs	D	people from a common culture share in common objects
4.4.5	Attitudes	E	a statement that reflects peoples' preferences
4.4.6	Symbols	F	habitual behaviour found in cultural groups

(6 × 1) (6)

4.3 Define the term *culture.* (3)

4.4 Indicate whether the following situations portray *empathy* or *sympathy.*

4.4.1 Nelly, the senior consultant at Zulu Travel, was hospitalised after she broke her leg.

4.4.2 Sipho, the manager, recently lost his mother.

(2 × 1) (2)

4.5 Give THREE types of territorial zones. (3)

4.6 How does the perception of time cause serious problems between different cultures, especially in the travel industry? (3)

4.7 Explain, with tourism-related examples, the difference between *ethnocentrism* and *prejudice.* (3 × 2) (6)

4.8 Discuss the following skills necessary for effective cross-cultural communication:

4.8.1 Attempt to prevent barriers

4.8.2 Language

4.8.3 Extend goodwill

(3 × 3) (9)

4.9 Explain the importance of time in the Westernised cultures. (3)

[40]

QUESTION 5: WRITTEN COMMUNICATION

5.1 Letter of a persuasive message.

Your name is Neo Molo from Zulu Travel and you are a senior travel consultant. Your contact details are as follows: P.O. Box 2222, Centurion, 2005, Tel no: 012 123 9090. Fax no: 012 123 1010.

Write a persuasive letter to Mr Black (P.O. Box 0078, Cape Town, 0001). You want to convince Mr Black to buy a package deal for two, to visit the USA. The package is inclusive of five-star accommodations, first class travel, sight-seeing in all the major cities, a visit to the Niagara Falls, and wining and dining at the finest restaurants in America. He will even get the opportunity to witness the shooting of the new movie featuring the South Africa born Charlize Theron, in Hollywood.

The package tour is quite expensive, but it is an opportunity to meet new people and relax. You know that Mr Black can afford it, as he is one of your longest reliable clients and money is never an issue for him. The date of the letter is (date of the exam).

Mark allocation: Layout: 4
Language: 6
Content: 10 (20)

5.2 Fax message

Compile the fax that you (Neo Molo) have to send to Mr Black regarding his booking to the United States of America with the following information.

Mr Black and his wife, two people in all, are booked at Michael Angelo Hotel in Beverly Hills, from 18–20 September, and at Hilton Hotel in New York, from 21–22 September. At both hotels, they will be accommodated in an ensuite double room.

Both hotels have restaurants where they can enjoy their meals. Mr Black has paid the full amount of the trip. The travel agency has offered the couple a car hire from their home to the airport as courtesy for purchasing such an expensive trip. You also need to remind them to come collect their visas from the travel agency. You have to send the fax to his company (Black Empire) for his attention. The fax number is 060 765 4321.

Complete the fax form, on ADDENDUM (attached), as if you are Neo Molo. Staple the ADDENDUM in the ANSWER BOOK.

LAYOUT	LANGUAGE	CONTENT
4	4	12

(20)
[40]

TOTAL: 200

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

5.2

ZULU TRAVEL AGENCY

Tel: 012 123 9090
Fax: 012 123 1010
e-mail: bookings@zulutravel.co.za

FAX MESSAGE

TO: .....

ATTENTION: …….

FAX NR: ……..

FROM: ……...

DATE: ……...

No of Pages: …….

SUBJECT: ……..

MESSAGE:

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Signature: …….

(20)

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