



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

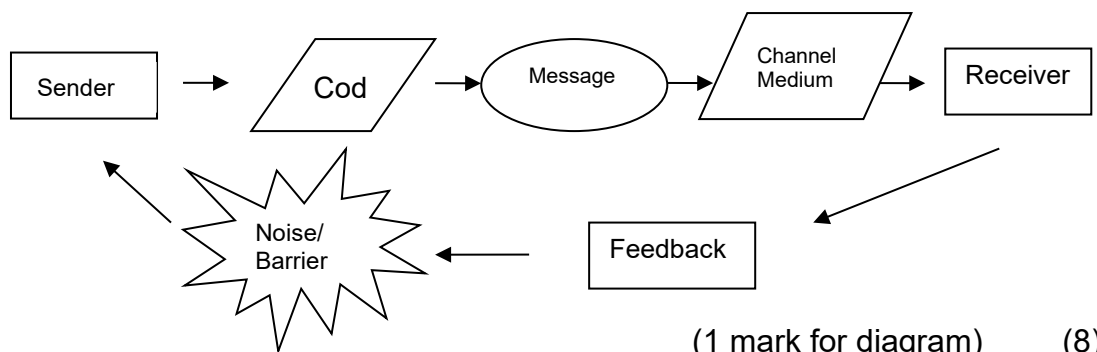
TOURISM COMMUNICATION N4

9 October 2020

This marking guideline consists of 9 pages.

QUESTION 1: COMMUNICATION PROCESSES

1.1



1.2 It needs two or more people to communicate.✓ A sender sends a message✓ to a receiver✓ who reacts by giving feedback✓ on that message. (4)

1.3 1.3.1 Caused by discomfort or dysfunction of the body. The seat in the bus is too small and uncomfortable. The older client is hard of hearing.

1.3.2 Caused when a person does not understand the language or specific words, like jargon. The Portuguese visitors do not understand IsiZulu, the language the tour guide is using.

1.3.3 Any noise that makes it difficult to follow the conversation or interrupts it. Mary's cellphone rings while she is explaining the tour package to the client. (3 × 2) (6)

1.4 1.4.1 Proxemics
1.4.2 Filler sounds
1.4.3 Gestures
1.4.4 Colour coding
1.4.5 Facial expression
1.4.6 Pictograms (6 × 1) (6)

1.5 Persons speaking without seeing each other like the client phoning Mary to confirm or enquire about the booking is an example of indirect communication.✓✓ Direct communication happens when face-to-face communication takes place like Mary addressing the client.✓✓ (4)

1.6

- Direct observation
- Changes in behaviour
- Questionnaires
- Voluntary comments in mass media
- Public support

(Any relevant 4 × 1) (4)

1.7	1.7.1	Monetary unit of a country		
	1.7.2	Child younger than age at which fares are charged	(2 × 1)	(2)
1.8	1.8.1	Estimated time of arrival		
	1.8.2	Automobile Association	(2 × 1)	(2)
1.9	1.9.1	• Complaints at the counter • Requests for a booking • Telephone conversations • Meetings • Interviews	(Any TWO)	
	1.9.2	• Telephone messages • Fax messages • Emails • Business letters • Minutes • Written reports • Notices/Agendas	(Any TWO)	(4)
			(2 × 2)	[40]

QUESTION 2 SUCCESSFUL HUMAN RELATIONS

2.1	2.1.1	Mbaa		(1)
	2.1.2	Mary		(1)
	2.1.3	Extrinsic motivation happens when a person does something for a reward.✓ Intrinsic motivation comes from within that person.✓		(2)
2.2	D	Physiological needs		
	B	Safety and security needs		
	A	Social/Affiliation needs		
	E	Esteem needs		
	C	Self-actualisation needs	(5 × 2)	(10)

2.3	2.3.1	Work environment		
	2.3.2	Supervision		
	2.3.3	Incentive		
	2.3.4	Policy		
	2.3.5	Remuneration	(5 × 1)	(5)
2.4	2.4.1	Poor self-image		(1)
	2.4.2	Physical dimension✓ and intellectual dimension✓		(2)
	2.4.3	• Skill • Sexual • Psychological		(3)
	2.4.4	• Accepting yourself as you are • Accepting other people as they are • Controlling emotions • Accepting criticism in positive way • Sense of humour • Realistic and attainable goals • Taking calculated risks	(Any relevant 3 × 1)	(3)
	2.5.1	Any factor or condition that causes stress		(2)
2.5	2.5.2	• Working with people/Social stress • Staff problems • Time pressure • Work overloaded	(Any relevant 3 × 1)	(3)
	2.5.3	• Shakiness • Heart palpitations • Stomach ache • Chest pain • Painful muscles • Diarrhoea • Nail biting	(Any relevant 2 × 1)	(2)
	2.5.4	• Identify the stressors. • Take regular holidays. • Exercise regularly. • Follow a balanced diet. • Give up smoking and limit alcohol intake. • Get sufficient sleep. • Get organised. • Change your perspective of the problem. • Build a reliable support system.	(Any relevant 3 × 1)	(3)

- 2.6 Empathy is the ability to put oneself in the place of someone else, understanding their sadness or anger.

Sympathy means feeling sorry for someone.

(2)
[40]

QUESTION 3: ETIQUETTE

- 3.1 Etiquette is the conventional rules✓ of courtesy✓ observed among members of a community✓ prescribing norms of conduct.✓ (4)
- 3.2 3.2.1 She must be punctual for appointments and meetings with clients.✓ She must inform the office when she is running late.✓ She must keep up productivity until the time she may leave.
- 3.2.2 She must be able to face up to unforeseen circumstances,✓ and meet new situations with creative thinking.✓
- 3.2.3 She must conform and adapt to the other employees and the corporate culture✓ so that she fits in and becomes one of them.✓ (3 × 2) (6)
- 3.3 Sit up straight, feet together, arms relaxed on the desk.✓ Don't swing the chair or✓ lean backwards.✓ (3)
- 3.4 3.4.1
- Listen attentively when introduced.
 - Repeat the name directly during the introduction.
 - Always use the person's name during the conversation.
 - Write down the name of the person. (Any 3 × 1) (3)
- 3.4.2 No,✓ because there is a large group and the introductions would be more informal.✓
- OR**
- Yes, many people like to shake hands when they meet a person. (2)
- 3.4.3 She should address people on their titles,✓ except when they suggest she should use their names.✓ (2)
- 3.5 3.5.1 False
- 3.5.2 False
- 3.5.3 True
- 3.5.4 False
- 3.5.5 True
- 3.5.6 True
- 3.5.7 False (7 × 1) (7)

QUESTION 4: INTERCULTURAL COMMUNICATION

Please turn over

- 4.5 4.5.1 To understand the feelings of people by interpreting the message correctly
- 4.5.2 To be aware of the differences between cultures and concentrate on similarities rather than the difficulties.
- 4.5.3 You should ignore suspicion and hostility to create the opportunity to learn and grow together.
- 4.5.4 You are considerate of the culture of people and show respect for their religion, customs, symbols and behaviour.
- (4 × 2) (8)
- 4.6 Denotative meaning of words is direct, objective and neutral.✓ Second-language speakers or foreigners will understand the message literally.✓
- Connotative meaning of words is a figurative meaning which are also culture-bound.✓ It is much more difficult to understand, especially for second-language speakers or foreigners.✓
- (4)
- 4.7 4.7.1 False
- 4.7.2 True
- 4.7.3 False
- 4.7.4 False
- 4.7.5 True
- 4.7.6 True
- 4.7.7 False
- (7 × 1) (7)
- [40]**

QUESTION 5

5.1

DADA CAR RENTALS**TEL:015 126 7596****FAX:015 126 7533****TO:** Mr Morole**ATTENTION:** Mr Morole**FAX NUMBER:** Any number**DATE:** Any date from 25 September**TOPIC:** Lost goods**NO OF PAGES:** 1**GOODS LEFT IN THE VEHICLE**

You left your laptop,✓ bank cards,✓ driver's license✓ and ID✓ at Dada Car Rental✓ after the trip on 25 September.✓ When I wanted to return them to you,✓ you had already left.✓ The items are now locked✓ in the safe at reception at Dada Sikukuza Branch.✓

You can contact reception✓ or me on my cellphone 066 247 2290 to get your possessions.✓

Signature: Lebogang

LAYOUT	LANGUAGE	CONTENT
4	4	12
-1 per mistake or omission	-½ per mistake	As indicated

If the content is incorrect, no marks are earned for layout or language.

(20)

5.2

**DADA CAR RENTALS
TELEPHONE MESSAGE**

TO: Lebogang
FROM: Mr Morole
DATE: Date after 25 September
TIME: Any time

MESSAGE:

Mr Morole✓ phoned and thanked you✓ for being honest and caring.✓ His son, Mpho Morole,✓ ID 880910 0208 087,✓ is in Sikukuza✓ today✓ and will✓ collect the articles.✓ In his laptop bag✓ is a photo of his son that will enable you to identify him.✓

Message taken by: Tebogo Maila

LAYOUT	LANGUAGE	CONTENT
4 -1 per mistake or omission	4 -½ per mistake	12 As indicated

(20)
[40]

TOTAL: 200