higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N4

(5140184)

9 October 2020 (X-paper)
09:00–12:00

OPEN-BOOK EXAMINATION

Candidates are allowed to use student portfolios, notes, assignments, travel vouchers, tests, projects, textbooks, an atlas, travel guides, case studies, brochures, a GSA magazine and TWO dictionaries.

This question paper consists of 10 pages and 2 addenda.

Copyright reserved

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. After completion the attached addenda must be stapled to the inside of the cover page of the ANSWER BOOK.
5. Write neatly and legibly.

Copyright reserved

QUESTION 1: COMMUNICATION PROCESSES

Mpho Lebaka is the manager dealing with expensive international bookings of Get Together Travel and Tours.

1.1 Draw a diagram indicating the different elements of which the communication process consists. (8)

1.2 Why is communication regarded as a two-way process? (4)

1.3 Explain the following barriers which can prevent effective communication and give a tourism-related example of each:

1.3.1 Physiological

1.3.2 Semantic

1.3.3 Physical

(3 × 2) (6)

1.4 Identify the types of nonverbal communication in each of the examples below.

1.4.1 The Portuguese tourists complained because they had to sit so close together during the game drive.

1.4.2 'Hm … hm … hm …' was all the tourists said when they could not identify a specific bird.

1.4.3 The tourists waved goodbye to the receptionist.

1.4.4 Domestic bookings can be found in the green file.

1.4.5 When Maria asked the guest whether he was satisfied with the lunch, he only frowned.

1.4.6 The toilets are indicated respectively with an image of a lion and a lioness on the doors.

(6 × 1) (6)

1.5 Explain, using tourism-related examples, the difference between *direct* and *indirect* communication. (2 × 2) (4)

1.6 Name FOUR ways in which the success of communication can be measured. (4)

Copyright reserved

1.7 Explain each of the following terms commonly used in the travel industry:

1.7.1 Currency

1.7.2 Infant

(2 × 1) (2)

1.8 Write down the following abbreviations commonly used in the travel industry in full:

1.8.1 ETA

1.8.2 AA

(2 × 1) (2)

1.9 Give TWO examples each of the following communication in the tourism industry:

1.9.1 Oral

1.9.2 Written

(2 × 2) (4)

[40]

QUESTION 2 SUCCESSFUL HUMAN RELATIONS

2.1 Mary enjoys every day at work. She wants to specialise in transporting tourists from the airport to various hotels.

The manager told her that she will be sent abroad to acquire more skills in travel and tourism if she excels in her work.

2.1.1 Whose motivation is extrinsic? (1)

2.1.2 Whose motivation is intrinsic? (1)

2.1.3 Explain what is meant by each of the terms in QUESTION 2.1.1 and QUESTION 2.1.2. (2 × 1) (2)

Copyright reserved

2.2 Rearrange the following examples of Maslow's hierarchy of needs in the correct order and write the relevant need next to the letter of the example (A–E) in the ANSWER BOOK.

2.2 A Employees have a get-together every Friday.

B The consultants have a meeting with the human resources manager to get clarity on contributions to the provident and medical-aid funds.

C People tend to injured animals on a voluntary basis.

D After a meeting a meal is served to the consultants.

E The management of Get Together Travel and Tours elects a consultant of the month.

(5 × 2) (10)

2.3 Identify each of the factors in the examples below which can influence and motivate staff in the workplace.

2.3.1 The offices of Get Together Travel and Tours are equipped with air conditioning and artificial lighting.

2.3.2 Each employee gets a clear job description of the task assigned to him or her.

2.3.3 The 2020 awards presented by Get Together Travel and Tours to achievers ranged from local to international holidays.

2.3.4 During weekly meetings input from consultants are welcomed.

2.3.5 After the 15% VAT increase employees of Get Together Travel and Tours received a salary increase.

(5 × 1) (5)

2.4 Sipho Mabaso is a consultant Get Together Travel and Tours. He is tall, intelligent, hardworking and well-loved by his colleagues, but he feels that he is not really capable of what is expected of him. He would like to be a flight attendant, but does not think anybody will employ him.

2.4.1 Does Sipho have a good or a poor self-image? (1)

2.4.2 Which TWO dimensions of his self-image seems to be a problem? (2)

2.4.3 Give the other THREE dimensions of a person's self-image. (3)

2.4.4 Name THREE characteristics of a good self-image. (3)

Copyright reserved

2.5 Mary enjoys working with different clients; however, she still has to deal with stress in the workplace.

2.5.1 Define *stressor*. (2)

2.5.2 Name THREE stressors one can experience at work. (3)

2.5.3 Give TWO typical symptoms of stress. (2)

2.5.4 Give THREE hints to deal with stress in an effective way. (3)

2.6 Explain the difference between *empathy* and *sympathy*. (2)
[40]

QUESTION 3: ETIQUETTE

As a consultant at Get Together Travel and Tours Mary also likes to accompany tourists to formal functions and social gatherings.

3.1 Define *etiquette*. (4)

3.2 How should Mary behave to tourists regarding the following?

3.2.1 Punctuality

3.2.2 Initiative

3.2.3 Adaptability

(3 × 2) (6)

3.3 What should Mary's posture be when sitting behind her desk and dealing with clients? (3)

3.4 Mary meets many tourists.

3.4.1 Give THREE hints to help Mary remember the name of the person introduced to her. (3)

3.4.2 Should she shake hands with each person she meets? Substantiate the answer. (2)

3.4.3 What should she remember regarding titles such as Mr, Mrs, Dr, Prof and Adv? (2)

Copyright reserved

3.5 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (3.5.1–3.5.7) in the ANSWER BOOK.

3.5.1 You can make private calls at any time during office hours.

3.5.2 If you cannot attend a function you can send a substitute without informing the hostess.

3.5.3 You will not be allowed to enter the theatre after the show has started.

3.5.4 A cocktail party usually lasts the whole evening.

3.5.5 Formal invitations should be sent out three to four weeks in advance.

3.5.6 You should get up from behind your desk to greet a tourist entering your office.

3.5.7 Conceal the label of the bottle while pouring the wine.

(7 × 1) (7)

3.6 The telephone rings in the office and Mary answers it.

3.6.1 State the greeting with which Mary should respond to the call. (4)

3.6.2 State the words with which she should end the call. (3)

3.7 Explain each of the following terms used in the tourism industry:

3.7.1 À la carte menu

3.7.2 English breakfast

3.7.3 Brunch

(3 × 2) (6)

[40]

QUESTION 4: INTERCULTURAL COMMUNICATION

There are cultural differences between people from different parts of the world. Even in South Africa cultures differ. Mary is a Xhosa female with a TVET college diploma in Tourism. She speaks English and attends a Christian church.

4.1 To which FOUR subcultures could Mary possibly belong? (4)

4.2 Define *culture.* (5)

4.3 Identify the different elements of culture in each of the following examples:

4.3.1 Some people are not worried about rhino poaching in South Africa.

4.3.2 In China the people bow when greeting one another.

4.3.3 In certain cultures it is expected to dress in traditional attire when attending a wedding.

4.3.4 One should be punctual for all meetings.

4.3.5 Lions, almost extinct, should be protected.

4.3.6 The national flag of the country is draped around the winner at the Fifa World Cup games.

(6 × 1) (6)

4.4 Explain, using tourism-related examples, the difference between *prejudice* and *stereotyping*. (2 × 3) (6)

4.5 Why should an effective communicator have the following attributes?

4.5.1 Empathy

4.5.2 Knowing how to prevent barriers

4.5.3 Ability to trust

4.5.4 Ability to extend goodwill

(4 × 2) (8)

4.6 No matter how well a home language speaker understands a foreign language there may still be communication problems.

Distinguish between *denotation* and *connotation* in language. (2 × 2) (4)

Copyright reserved

4.7 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (4.7.1–4.7.7) in the ANSWER BOOK.

4.7.1 In South America it is not a problem to call someone by gesturing with a finger or hand.

4.7.2 Pointing a finger at someone is considered rude in Britain.

4.7.3 In the Middle East it is acceptable for a male and a female to make eye contact.

4.7.4 To say all politicians are liars is discrimination.

4.7.5 The traditional French greeting meaning 'good day' is 'bonjour'.

4.7.6 African and Western cultures use space differently.

4.7.7 It is good to think negatively about another culture, not regarding it as interesting and different.

(7 × 1) (7)

[40]

QUESTION 5: WRITTEN COMMUNICATION

On 21 September Mr Daniel Morole rented a car from Dada Car Rental and returned it on 25 September. Unfortunately, he left his lap top, bank cards, driver's license and ID in the vehicle. When Lebogang discovered the items and wanted to give them to Mr Morole, he had already left. All items are now locked in the safe at reception of the Dada Sikukuza branch. Lebogang can be contacted on 066 247 2290 to claim the items.

5.1 Use the information and draw up the fax on ADDENDUM A (attached) from Lebogang to inform Mr Morole about the items. Staple the completed ADDENDUM to the inside of the cover of the ANSWER BOOK.

LAYOUT	LANGUAGE	CONTENT	TOTAL
4	4	12	20

(20)

5.2 After Mr Morole received Lebogang's fax, he phoned her at the office. She was not available and Tebogo Maila took the message on behalf of Lebogang.

Mr Morole: 'Please thank Lebogang from me. Thank you all for being honest and caring. My son, Mpho Morole (880910 0208 087), is in Sikukuza today and he will collect the articles. In my laptop bag there is a photo of him so you will be able to identify him. Keep up the good work and thank you again.

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

LAYOUT	LANGUAGE	CONTENT	TOTAL
4	4	12	20

(20)
[40]

TOTAL: 200

Copyright reserved

ADDENDUM A

EXAMINATION NUMBER: | | | | | | | | | | | | | |

DADA CAR RENTAL
TEL: 015 126 7595
FAX: 015 126 7533

TO: _____
ATTENTION: _____
FAX NUMBER: _____
DATE: _____
TOPIC: _____
NUMBER OF PAGES: _____

SIGNATURE:_____

(20)

Copyright reserved

ADDENDUM B

EXAMINATION NUMBER: | | | | | | | | | | | | | |

DADA CAR RENTAL
TELEPHONE MESSAGE

TO: _____
FROM: _____
DATE: _____
TIME: _____

MESSAGE:

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

MESSAGE TAKEN BY:_____

(20)

Copyright reserved