higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N4

8 November 2022

This marking guideline consists of 9 pages

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QUESTION 1: THE COMMUNICATION PROCESS

1.1.1 Mr Brian

1.1.2 Mickey

1.1.3 Telephone

1.1.4 Mr Brian is thankful for the good service he received.

1.1.5 Mickey had stomach cramps while on the telephone with Mr Brian

(5 × 1) (5)

1.2
1.2.1 F
1.2.2 D
1.2.3 A
1.2.4 B
1.2.5 C

(5 × 1) (5)

1.3
- Intra-personal:✓ it is communication with oneself.✓
- Extra-personal:✓ Whenever a human being communicates with animals or objects.✓
- Inter-personal:✓ it takes place between two or more people.✓
- Mass-media:✓ the transmission of information by a sender via mass media to a wide audience, the public.✓ (4 × 2) (8)

1.4
- Verbal communication: it involves the use of words in speaking, listening, and writing,✓ e.g., Mr Brian called Mickey, the hotel manager to thank her for the good service he received during his stay at the hotel✓
- Non-verbal communication: refers to the transfer of information using of other than language or by using behaviour, actions, objects, symbols etc.✓ E.g., Mickey nodded her head in agreement with what Mr Brian was saying.✓ (2 × 2) (4)

1.5 1.5.1
- Kinesics
- Proxemics
- Graphic presentation
- Colour
- General appearance (Any 4 × 1) (4)

1.5.2
- Music
- Accent
- Silence
- Filler sounds
- Voice (Any 4 × 1) (4)

1.6 1.6.1 It describes the deliberate creation of communication barriers when there is fear of the known or unknown.

1.6.2 Can be defined as a two-way process whereby information is sent from one person through a channel to another who in turn reacts by providing feedback.

(2 × 2) (4)

1.7
- Direct observation.
- Questionnaires.
- Tests and examinations.
- Changes in behaviour.
- Voluntary comments in the mass media.
- Support.
- Expert evaluation. (Any 6 × 1) (6)

[40]

QUESTION 2: SUCCESSFUL HUMAN RELATIONS

2.1
- The physical dimension:✓ this refers to how a person experiences his/her own body at various stages of their life.✓
- The dimension of skill:✓ this dimension refers to both social behaviour and technical ability.✓
- Intellectual dimension:✓ this applies to a person's abilities. We compare how intelligent we think we are to how intelligent we think other people are.✓
- Psychological dimension:✓ refers to one's evaluation of his personality or certain characteristics possessed by an individual.✓
- Sexual dimension:✓ it centres around two aspects, firstly how popular one believes himself to be with members of the opposite sex and secondly, whether or not we conform to the traditional behavioural patterns of men and women in our society.✓ (5 × 2) (10)

2.2
- Policy.
- Supervision.
- Remuneration and incentives.
- Working environment. (4)

2.3
- Reasonably consistent and has positive views about herself.
- She is satisfied with herself and accepts others.
- She is capable of controlling her emotions and expressing them in a balanced manner.
- She sets realistic goals and has less fear of failure.
- She accepts criticism and she can get along with most people.
- She is prepared to take the consequences of a calculated risk.
- She can express herself and therefore often performs better academically.
- She judges her own and other people's abilities realistically.
- She has a sense of humour and can exercise emotional control.
- - She has warm and caring relations with her family members (Any 5 × 2) (10)

2.4 Intrinsically motivated,✓ because she enjoys her work and strives to be competent✓ (Any relevant motivation from the case study) (2)

2.5
- Fear.
- Anger.
- Sadness.
- Happiness.
- Anxiety.
- Nervousness.
- Shyness.
- Disgust.
- Surprise. (Any 5 × 1) (5)

2.6
- Time pressure
- Work overload.
- Social stress.
- Work stress.
- Personal attributes.
- Environment. (Any 5 × 1) (5)

2.7
- There must be mutual respect.
- Be supportive and helpful.
- Know the employer’s goals and problems.
- Make an effort to get acquainted with the personality and management style of the employer.
- Good judgement should be exercised.
- Be reliable and trustworthy.
- Do not reveal any confidential material to anyone.
- Criticism should be handled graciously.
- Never bring your personal problems to work.
- Do not attend to personal business during office hours. (Any 4 × 1) (4)

[40]

QUESTION 3: ETIQUETTE

3.1
3.1.1 True
3.1.2 True
3.1.3 True
3.1.4 False
3.1.5 False
3.1.6 False
3.1.7 True
3.1.8 False
3.1.9 True
3.1.10 True

(10 × 1) (10)

3.2
3.2.1 When the hostess indicates that you may start eating.

3.2.2 On her lap.

3.2.3 Excuse yourself from the table.

3.2.4 You can watch the hostess unobtrusively and follow her example.

3.2.5 You ask for it to be passed to you.

(5 × 1) (5)

3.3
3.3.1 In the workplace, we are expected to use time appropriately. You should be punctual for meetings.✓ You should not waste the client's time by arriving late; it is not acceptable to waste time.✓

3.3.2 Your achievement in the Tourism Industry is going to depend on your willingness to learn.✓ If you show that you are eager to learn, it means that you are taking responsibility for your development.✓

3.3.3 It is a cordial feeling which creates bonds of fellowship and sympathy.✓ Friendliness goes with ideas like warmth and kindness, and it makes a person feel you are on his/her side.✓

3.3.4 A friendly person will always go out of his or her way to offer help to others.✓ You have to be helpful towards colleagues and clients.✓

3.3.5 Fitting into the corporate world can mean becoming absorbed by the culture of the organisation by which you are employed.✓ We can't fight change, but we have to manage it.✓

(5 × 2) (10)

3.4
3.4.1 Very Important Person/People.
3.4.2 *Respondez s'il vous plait,* Please reply.

(2)

3.5 3.5.1 Our voices can do so many things. We can speak fast or slowly. We can make our voices sound high or low, loud, or soft. It is very important to cultivate a pleasant voice modulation, as it makes the caller feel you are interested in his case.

3.5.2 By varying the pitch of one's voice, it could become more pleasing. The too high pitch could become irritating, especially over the phone.

3.5.3 This is speaking fast or slow. The tempo of the message should be slow. If you speak too fast, the listener may have difficulty following or understanding you.

(3 × 2) (6)

3.6
- Be discreet and careful about sharing information with others.
- Always be friendly, polite, pleasant, and respectful towards others.
- Think of others and see other people's points of view.
- Guard against superiority and know-all attitudes.
- Dress appropriately and professionally.
- Speak clearly and never too loudly.
- Avoid conversations which could be offensive or embarrassing.
- Be informed, the more you know about the company and the people who work for it, the better you can help others.
- Limit your private calls on the telephone.
- Do not disturb a colleague when he/she is busy.
- Respect all dates and deadlines.
- Learn to compliment when deserving.
- Keep your desk and office neat. (Any 7 × 1) (7)

[40]

QUESTION 4: INTER-CULTURAL COMMUNICATION

4.1 4.1.1 It is a preconceived opinion or bias, a tendency to pre-judge a person and form impressions of a person before knowing anything more about him/her other than that he/she belongs to a certain group.

4.1.2 It is when you have a fixed general image of what a group is like and then you say that each individual belonging to the group has those characteristics.

4.1.3 It is the unjust or prejudicial treatment of different categories of people, especially on the grounds of race, age, or sex.

4.1.4 This is the perception that a nation, group, or culture to which you belong is superior to any other.

4.1.5 It is the overall perspective from which they see and interpret the world.

(5 × 2) (10)

4.2 4.2.1 Time
4.2.2 Space
4.2.3 Kinesics
4.2.4 Territory

(4 × 1) (4)

4.3 4.3.1 It is what people prefer to believe is true. It is statements that reflect people's assessments and awareness.

4.3.2 Specific cultures' judgements of what is good and bad in society?

4.3.3 The habits or traditions performed by cultural groups, the way they do something.

4.3.4 The ways of responding to an idea or object, it is what a certain culture believes in and feels for.

4.3.5 Are recognised standards of behaviour within a society and they are translated into more.

(5 × 2) (10)

4.4 4.4.1 You should listen to others without judging them. There are sometimes many possible terms for one word and therefore we should be sure you know what is meant.

4.4.2 Mix socially with people of different cultures and learn new terminology and what it stands for. Ask questions and talk openly about cultural differences.

4.4.3 Realise that other cultures are different but not inferior to your own culture.

4.4.4 Barriers grow when we concentrate on the differences between ourselves and others, we should rather emphasise the similarities we have with others.

4.4.5 Make sure that both parties attach the same meaning to the terminology used. Always show respect in the way you address people.

(5 × 2) (10)

4.5 4.5.1 It is a strong gust of wind or air/ to blow up or break apart something solid with explosives/ to produce loud continuous music or other noise.

4.5.2 To have fun or an exciting time.

(2 × 2) (4)

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4.6 It is communication between people who do not share the same cultural background, probably not the same language. Communication across cultural boundaries. ✓✓ (2)

[40]

QUESTION 5: WRITTEN COMMUNICATION

5.1

FIVE STAR HOTEL

Telephone message

To: Ms Mickey*

From: Mr Brian*

Date: 14 January…*

Time: 09:00*

Message:

Mr Brian phoned.*✓

He wanted to let you know that he will not make it to tomorrow's meeting.✓ He is requesting for the meeting to be postponed to 19th January.✓ He further indicated that the reason for the postponement of the meeting✓ is because he urgently needs to fly to Namibia✓ because there was a fire outbreak at his lodge✓ and he needs to be there as soon as possible.✓

Mr Brian requested that you send him the final draft of the annual report✓ via email.✓ He will go through it before your next meeting.✓ He says he apologises for any inconvenience that may have been caused✓ and will call you again during the week.✓

Message taken by: Carina*

If the content is misinterpreted, no marks can be earned for layout or language.

LAYOUT	Language	Content
4 -1 per mistake or omission	4 – ½ per mistake	12

(20)

5.2 EXPANSION OF CORE NOTES

Sun Rise hotel is situated in the heart of Magaliesburg.✓This five star hotel is situated in a mountainous area✓ with beautiful views.✓ The hotel has 20 double rooms and 20 single rooms.✓ The accommodation rate is ZAR500 per person per night, including breakfast.✓ The hotel offers free Wi-Fi and a gym.✓ They also have laundry- and shuttle services to local attractions and malls.✓ Each room has a mini bar, television, radio and a safe. ✓ They have breathtaking wedding venues and offer excellent service to their guests. ✓

You can call the following number for bookings: 014 123 0009✓

Logic and coherence	Content	Language
4	10	6 minus 1 mark for grammar and spelling mistakes

(20)
[40]

TOTAL: 200

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