



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

**NATIONAL CERTIFICATE
TOURISM COMMUNICATION N4**

(5140184)

**8 November 2022 (X-paper)
09:00–12:00**

OPEN BOOK EXAMINATION

Students are allowed to bring the following into the examination room: student portfolios, brochures, guides, case studies, notes, assignments, and tests along with textbooks, GSA magazine, a travel voucher and TWO dictionaries.

Electronic dictionaries may NOT be used.

This question paper consists of 9 pages and an addendum.

039Q1B2208

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 the 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 ADDENDA 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.
-

QUESTION 1: THE COMMUNICATION PROCESS.

Mickey is a 30-year-old female who works as Senior Manager at Five Star Hotel. She has been working in the Travel and Tourism Industry for the past 10 years. She is satisfied with her position. Mickey is very passionate and motivated, and she strives to be competent. She also enjoys working with clients from all over the world and from different cultural backgrounds. 

Mickey received a telephone call from one of her clients, Mr Brian. He wants to thank her for the good service he received during his stay at the hotel. While on the phone with Mr Brian, Mickey suddenly had stomach pain and she had to cut Mr Brian's call short so she could take some medicine.

1.1 Identify the following components of the communication process by giving an example from the scenario above.

1.1.1 The sender

1.1.2 The receiver

1.1.3 Channel/Medium

1.1.4 The message. 

1.1.5 Noise/Interference/Barrier.

(5 × 1)

(5)

- 1.2 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–F) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.2.1	Physical/Technical barrier	A	He is nervous because he has to give a speech
1.2.2	Physiological barrier	B	Mr Brian's message was too vague to understand
1.2.3	Psychological barrier	C	Pearl thinks that the senior manager is boring because he is the oldest in the office
1.2.4	Semantic barrier	D	Mickey had stomach cramps while talking to Mr Brian on the telephone
1.2.5	Perceptual barrier	E	The senior consultant enjoys booking tours
		F	The television in the airliner lost its signal

(5 × 1)

(5)

- 1.3 List and explain FOUR categories of communication that can be used at a Five Star hotel. (4 × 2) (8)

- 1.4 Differentiate between *verbal* and *non-verbal* communication and give a tourism-related example of each. (2 × 2) (4)

- 1.5 Give FOUR examples of each of the following non-verbal communication situations:

1.5.1 Visual semiology

1.5.2 Acoustic semiology

(4 × 2)

(8)

- 1.6 Explain the following terms:

1.6.1 Gatekeeping

(

1.6.2 Communication

(2 × 2)

(4)

- 1.7 List SIX methods of evaluating feedback, to determine the success of communication.

(6)

[40]

QUESTION 2: SUCCESSFUL HUMAN RELATIONS

- 2.1 Describe the FIVE dimensions of self-image that employees at a Five Star hotel can learn about.  (5 × 2) (10)
- 2.2 List FOUR factors that have an influence on motivation in the workplace. (4)
- 2.3 Mickey has a very good self-image.
Discuss FIVE characteristics of good self-image. (5 × 2) (10)
- 2.4 Does Mickey display intrinsic or extrinsic motivation? Motivate your answer by referring to the scenario above. (2)
- 2.5 Name any FIVE emotions that employees of Five Star Hotel can experience daily. (5)
- 2.6 Name FIVE main factors that cause stress in the workplace.  (5)
- 2.7 Describe aspects that play a role in maintaining a healthy relationship between the employer and the employee. (4 × 1) (4)
- [40]**

QUESTION 3: ETIQUETTE

- 3.1 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (3.1.1–3.1.10) in the ANSWER BOOK.
- 3.1.1 The manner in which someone sits, and walks reflect an inner motivation. 
- 3.1.2 A deodorant is categorised as part of the makeup.
- 3.1.3 You should keep your personal belongings out of sight, in a small cupboard or drawer in the office.
- 3.1.4 To get rid of bacteria, you should brush your teeth five times a day.
- 3.1.5 A two-colour shoe is very elegant for office wear.
- 3.1.6 You can wear denims and jeans on daily basis to work.
- 3.1.7 Trousers must always fit well.
- 3.1.8 The colour of the shirt doesn't need to complement the colour of the suit/trousers. 
- 3.1.9 When you stand, you should be straight up.
- 3.1.10 You should never overdo make-up.
- (10 × 1) (10)

3.2 Answer the following questions on table manners during a sit-down meal.

3.2.1 When should you start eating?



3.2.2 Where should a lady put her handbag?

3.2.3 What should you do when you need to blow your nose?

3.2.4 What should you do if you are not sure of which cutlery to use?

3.2.5 What should you do when you need the water jar that is in the middle of the table?



(5 × 1) (5)

3.3 Certain personal characteristics contribute greatly towards the type of behaviour or conduct that indicates good deportment in the workplace.

Discuss the following personal characteristics for good behaviour.

3.3.1 Punctuality

3.3.2 Eagerness to learn

3.3.3 Friendliness

3.3.4 Helpfulness

3.3.5 Adaptability



(5 × 2) (10)

3.4 Decode the following terms:

3.4.1 VIP

3.4.2 RSVP

(2 × 1) (2)

3.5 Discuss the following physical aspects of speech.

3.5.1 Modulation

3.5.2 Pitch

3.5.3 Tempo



(3 × 2) (6)

3.6 Name any SEVEN general rules of professional etiquette.

(7)
[40]

QUESTION 4: INTER-CULTURAL COMMUNICATION

As a Senior Manager of a Five Star hotel, Mickey deals with clients from different cultures as well as her colleagues. As an English lady, she also enjoys interacting and learning about other cultures. As a result of her being in a managerial position, as a woman, she sometimes has to face a lot of cross-cultural problems.

- 4.1 Explain the following problems in cross-cultural communication that Mickey may come across daily.
- 4.1.1 Prejudice.
 - 4.1.2 Stereotyping.
 - 4.1.3 Discrimination.
 - 4.1.4 Ethnocentricity. 
 - 4.1.5 World view
- (5 × 2) (10)
- 4.2 Identify which non-verbal cues are found in the following examples:
- 4.2.1 Mr Brian was running 1 hour late, and Mickey was not happy to wait for that long.
 - 4.2.2 Zola and Charlotte are sharing a small office and they have asked the manager for a larger office. 
 - 4.2.3 Charlotte was very offended when Mr Brian called her by gesturing with a finger.
 - 4.2.4 Zola and Mickey sat next to each at the tourism workshop.
- (4 × 1) (4)
- 4.3 Discuss the following elements of culture.
- 4.3.1 Beliefs.
 - 4.3.2 Values. 
 - 4.3.3 Ideas and customs.
 - 4.3.4 Attitudes.
 - 4.3.5 Norms
- (5 × 2) (10)

4.4 As an effective communicator, why should you:

4.4.1. Listen effectively?

4.4.2 Learn about other cultures?

4.4.3 Have a positive attitude?

4.4.4 Prevent barriers?

4.4.5 Use language with care?

(5 × 2) (10)

4.5 Read the following sentence about denotation and connotation and answer the questions that follow:

After the Tourism Indaba in Durban, Mickey tells Mr Brian: 'I had a blast'.

4.5.1 Explain the denotative meaning of the word *blast*

4.5.2 Explain the connotative meaning of the word *blast*

(2 × 2) (4)

4.6 Define the term *inter-cultural/cross-cultural communication*.

(2)
[40]

QUESTION 5: WRITTEN COMMUNICATION

5.1 TELEPHONE MESSAGE

Mr Brian phoned Five Star hotel on the 14 January at 09:00. He wanted to speak to Ms Mickey but she was in a meeting with a client. Carina, the receptionist took the message.

Mr Brian wanted to inform Mickey that he will not make it to their meeting tomorrow (Wednesday) and he requested for the meeting to be postponed to 19 January. Mr Brian indicated that the reason for the postponement of the meeting is that he urgently has to fly to Namibia because there was a fire outbreak at his lodge, and he needs to be there as soon as possible.

He also asked that Mickey should email him the final draft of the annual report so that he can go through it before their meeting. He sends his apologies to Mickey for any inconvenience that may have been caused. He promised to call her again during the week.

Write this telephone message on ADDENDUM A (attached).

STAPLE the ADDENDUM to the inside cover of the ANSWER BOOK.

LAYOUT	LANGUAGE	CONTENT
4	4	12

(20)

5.2 EXPANSION OF CORE NOTES



Read the following advertisement and then write a coherent paragraph, using all the information.

Sun Rise Hotel

In the heart of Magaliesburg

Five Star in a mountainous area

Views of beautiful mountain

20 double rooms and 20 single rooms

Accommodation: R500 p.p.p.n, including breakfast

Free Wi-Fi, gym

Mini bar, television, radio, safe in rooms

Laundry service and shuttle service to local attractions and malls

Breath-taking wedding venues

Excellent customer service

Bookings

014 123 0009

Logic and coherence	Content	Language
4	10	6

(20)
[40]

TOTAL: 200

ADDENDUM A

EXAMINATION NUMBER:

[illegible]

QUESTION 5.1: TELEPHONE MESSAGE

[illegible]