higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N4

(5140184)

16 November 2023 (X-paper)
09:00–12:00

OPEN-BOOK EXAMINATION

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

Electronic dictionaries may NOT be used.

This question paper consists of 7 pages and an 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 is included, and it is the responsibility of the candidate to staple it to the inside front page of the ANSWER BOOK.
12. Write neatly and legibly.

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QUESTION 1: COMMUNICATION PROCESS

1.1 Define the term *communication.* (3)

1.2 Explain the following categories of communication and give an example of each.

1.2.1 Extra-personal communication

1.2.2 Intra-personal communication

1.2.3 Inter-personal communication

1.2.4 Mass communication

(4 × 2) (8)

1.3 List any FIVE rules for acquiring an effective message. (5 × 2) (10)

1.4 Identify the type of nonverbal communication in each of the following examples:

1.4.1 The conference has 'no smoking' signs on all four walls.

1.4.2 The desk in the office and the chair on the opposite side of it ensure the correct distance when consulting with a guest.

1.4.3 The audience were smiling and very happy after the presentation on the decrease of fares becoming effective next month.

1.4.4 Tom decided to play music in the background during their conference.

1.4.5 Tom arrived late at the airport and missed his flight.

(5 × 1) (5)

1.5 Describe the following basic approaches to communication.

1.5.1 The serious approach

1.5.2 The rational approach

1.5.3 The humorous approach

1.5.4 The emotional approach

(4 × 2) (8)

1.6 Name SIX ways through which the success of communication can be measured. (6)

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QUESTION 2: SUCCESSFUL HUMAN RELATIONS

Michael is a 30-year-old male who has been working in the food and beverage industry for quite some time. He has been working for one of the top restaurants in the city and has earned himself a good reputation for his people skills. He recently got a promotion as a senior manager, and he is very proud of this big achievement. He has a very good relationship with his colleagues, and they adore him as their new manager. He has worked hard over the years, and he says that he feels like he has reached his goals by being promoted to such a high position.

Now that he earns more money, Michael is planning to extend his house and take out home insurance in case anything happens to the house.

2.1 List and explain Maslow's FIVE levels of needs and give an example of each need by referring to the background information. (5 × 3) (15)

2.2 What is *motivation*? (3)

2.3 List FOUR types of classical personality and state which ones are introvert and which extrovert. (4)

2.4 Identify the dimensions of self-image in each of the following examples:

2.4.1 Bongi does not like attending staff functions at work because she feels very shy around a lot of people.

2.4.2 Bongi's husband wants her to quit her job and be a stay-at-home mom.

2.4.3 Zac wants to study medicine because he believes he has the 'brains' for it.

2.4.4 Michael enjoys talking to customers because he is a very good communicator.

2.4.5 Bongi has set a goal for her to lose 5 kg, so that she can be healthier. (5 × 1) (5)

2.5 Name any FIVE kinds of emotions that Michael can go through. (5)

2.6 Explain how the process of perception works in communication, with particular reference to perceptual selectivity. (3 × 1) (3)

2.7 Identify any THREE aspects that are common to all relationships. (3)

2.8 State any TWO factors that cause stress. (2)

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QUESTION 3: ETIQUETTE

3.1 Discuss the following FIVE aspects of personal appearance and hygiene.

3.1.1 Complexion and make-up

3.1.2 Personal neatness

3.1.3 Hair

3.1.4 Health

3.1.5 Clothing

(5 × 2) (10)

3.2 Name any FIVE ways of dealing with outgoing calls. (5)

3.3 Identify any FIVE roles and duties of a good guest. (5 × 2) (10)

3.4 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (3.4.1–3.4.10) in the ANSWER BOOK.

3.4.1 You should always stand comfortably and place your one foot slightly in front of the other.

3.4.2 You can run along the corridors when you are late for work.

3.4.3 When you enter a room, do not sit down immediately.

3.4.4 You can fiddle with something when you are nervous in an interview.

3.4.5 Fitness is revealed by smart bearing, firm muscles tone and self-confidence.

3.4.6 It is acceptable to greet your customers with a 'Howzit'.

3.4.7 Make eye contact and give a warm smile when you greet people.

3.4.8 You should extend your hand and give your name when you introduce yourself.

3.4.9 When you introduce a speaker, you should know something about his/her background.

3.4.10 When you are in a meeting, all remarks should be addressed to the chairperson.

(10 × 1) (10)

3.5 Outline any FIVE essential telephone aids. (5)

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QUESTION 4: INTER-CULTURAL COMMUNICATION

4.1 Define the term *culture*. (3)

4.2 Discuss the following elements of culture.

4.2.1 Symbols

4.2.2 Customs

4.2.3 Norms

4.2.4 Attitudes

4.2.5 Values

(5 × 2) (10)

4.3 Explain why one should be knowledgeable about the following matters in order to ensure effective cross-cultural communication.

4.3.1 Kinesics

4.3.2 Space

4.3.3 Time

(3 × 3) (9)

4.4 Discuss the following aspects that make one an effective communicator.

4.4.1 Language

4.4.2 Positive attitude

4.4.3 Listen effectively

4.4.4 Empathy

4.4.5 Attempts to prevent barriers

(5 × 2) (10)

4.5 List FOUR factors or problems that affect cross-cultural communication. (4)

4.6 What is the difference between *denotation* and *connotation*? (2 × 2) (4)

[40]

QUESTION 5: WRITTEN COMMUNICATION

5.1 INTERNAL MEMORANDUM

Michael Tools, the restaurant manager, has called an urgent staff meeting because recently some of the restaurant stock has gone missing. He wants to get to the bottom of this matter.

This meeting will take place on 10 June from 07:00–08:00 at the restaurant's dining hall. It is compulsory for all staff members to attend. Staff members should ensure that they arrive on time for the meeting because the restaurant must be opened for customers at 08:00. Each staff member should bring a pen and paper for taking notes during this meeting.

Assuming that you are Mr Michael Tools, use ADDENDUM A (attached) to draw up a memorandum.

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

Mark allocation:

LAYOUT	LANGUAGE	CONTENT
4	4	12

(20)

5.2 LETTER OF SYMPATHY

Your name is Zee Baba, the manager of Mars Tour Operators located at 168 Ruth First Ave, Kimberley, 2020. You have just found out that one of your biggest clients, Mrs Penny Marble's, elderly mother has tested positive for Covid-19, has been admitted to hospital and is in a critical condition.

You want to tell Mrs Marble that as a company you are thinking of her and her mother during this difficult time and that if there is anything that she needs she should let you know. As the manager of the company, you are deeply saddened by this as you have met Mrs Mable's mother in person on numerous occasions and you enjoyed talking to her. You will send her a bouquet of flowers as a token of your sympathy. Mrs Mable's address is 987 Jippies Street, Kimberley, 2020.

Use the above information to write a letter of sympathy to Mrs Penny Marble on behalf of the company, as a matter of courtesy.

Mark allocation:

LAYOUT	LANGUAGE	CONTENT
4	6	10

(20)

[40]

TOTAL: 200

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

MEMORANDUM

THE RESTAURANT
Tel: 018 435 789
Fax: 018 435 000

TO: _____

FROM: _____

DATE: _____

SUBJECT:

Signature: _____

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