



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

TRAVEL OFFICE PROCEDURES N4

11 JUNE 2013

This marking guideline consists of 11 pages.

SECTION A**QUESTION 1**

- | | | | | |
|-----|---|---|-------------|------|
| 1.1 | 1.1.1 | H✓ | | |
| | 1.1.2 | D✓ | | |
| | 1.1.3 | J✓ | | |
| | 1.1.4 | A✓ | | |
| | 1.1.5 | I✓ | | |
| | 1.1.6 | B✓ | | |
| | 1.1.7 | E✓ | | |
| | 1.1.8 | C✓ | | |
| | 1.1.9 | F✓ | | |
| | 1.1.10 | G✓ | | |
| | | | (10 × 1) | (10) |
| 1.2 | Principal✓ | • Supplier of the travel product✓ | | (2) |
| | Retail travel agent✓ | • Serve as middleman between the principal, wholesaler and client✓ | | (2) |
| | Wholesaler✓ | • Combines the services offered by principals for sale to the public, via the travel agent✓ | | (2) |
| 1.3 | • Foreign objects that may damage the letter sorting machine✓ | | | |
| | • Obscene, indecent or immoral photographs, prints or items✓ | | | |
| | • Dangerous articles that could injure postal officials✓ | | | |
| | • Perishable products not packed according to instructions✓ | | | |
| | • Fresh meat ✓ | | | |
| | • Drugs | | (Any 5 × 1) | (5) |
| 1.4 | • 24-hour notice must be given to allow time for purchasing.✓ | | | |
| | • The traveller must have a valid passport.✓ | | | |
| | • The traveller must have a valid air ticket.✓ | | | |
| | • The traveller must request the amount of traveller's cheques needed and pay on collection.✓ | | | |
| | • The fee includes a commission fee.✓ | | | |
| | • Request can be made at any commercial bank, selected travel agencies. | | (Any 5 × 1) | (5) |

TRAVEL OFFICE PROCEDURES N4

- 1.5
- Unused traffic documents must be locked away in a safe weighing at least 182 kg.✓
 - Safe must be bolted or built in to the wall or floor.✓
 - A safe weighing 500 kg or more may be free standing.✓
 - The safe doors must be of a SABS category II or equivalent, fitted with at least two separate locks.✓
 - If the safe does not have the SABS mark, a representative must inspect the safe.
 - The manufacturer must provide a certificate guaranteeing the standard of the security.
- (Any 4 × 1) (4)
- 1.6
- Death✓
 - Permanent disability✓
 - Travel document loss✓
 - Baggage and cash loss✓
 - Cancellation and curtailment
 - Hospital and medical
 - Personal liability
- (4 × 1) (4)
- 1.7
- A master is automatically made of the original document.✓
 - The preparation takes place inside the machine and the master copy is not touched.✓
 - 130 copies can be made per minute.✓
 - The master copy is automatically destroyed after the duplicating process.
 - A digital duplicator is used for this method
- (3 × 1) (3)
- [37]**

QUESTION 2

- 2.1
- 2.1.1 False✓
- 2.1.2 False✓
- 2.1.3 True✓
- 2.1.4 False✓
- 2.1.5 True✓
- 2.1.6 True✓
- 2.1.7 True✓
- 2.1.8 False✓
- 2.1.9 False✓
- 2.1.10 True✓
- (10 × 1) (10)

2.2

Standard Bank
PORT ELIZABETH

NOT TRANSFERABLE

00-00-00-00

Date
Datum 15 AUGUST 2013 ✓

Pay
Betaal **WALTONS** ✓

the sum of
die bedrag van **TWO THOUSAND SIX HUNDRED AND**

FIFTY SIX ✓ RAND ONLY ✓

R2 656-00 ✓

STUDENT'S SIGNATURE ✓
CIRCLE TRIP TRAVEL

(8)

2.3

PERSONAL	SUBJECT	GEOGRAPHICAL
Mahlangeni, Isabelle✓	Car hire✓	Mexico✓
Manqina, Lisa✓	Cruises✓	Monaco✓
Mc Donald, Cassy✓	Dangerous goods✓	Morocco✓
	Domestic airlines✓	

(10)

2.4

CIP	AVP
British Airways✓	Circle Trip Travel✓
125✓	Port Elizabeth✓
	South Africa✓
	77212345✓

(6)

2.5

- Age limit – maximum of 85 years✓
- Pre-existing ailments✓
- Dangerous occupations

(2 × 1)

(2)

QUESTION 3

3.1

3.1.1 Internal✓

3.1.2 Senior✓

3.1.3 DOCEX✓

3.1.4 Manila cover✓

3.1.5 Drawee✓

3.1.6 Audit✓

3.1.7 Insurance✓

- 3.1.8 Single✓
- 3.1.9 Superstructure✓
- 3.1.10 Aggressive✓
- (10 × 1) (10)
- 3.2 Cancellation
- Cancel the journey before it starts✓
 - for reasons beyond their control✓
- OR
- The client cancels the holiday before it starts because one of her family members passed away
- (2)
- Curtailment
- Cancel an onward journey✓
 - For reasons beyond their control✓
- OR
- The client was already on the cruise and had to come back because a war broke out the country they were going to visit next
- (2)
- 3.3
- It must be kept out of reach of unauthorised persons.✓
 - Un-issued stock must never be left on a desk or in an unlocked drawer.✓
 - Validating equipment must be locked away separately from the standard traffic documents.✓
 - Keep stock to a minimum level to maintain normal operational needs/no more than 3 months' stock.✓
- (4)
- 3.4
- Drawer does not have sufficient funds✓
 - Drawer is deceased✓
 - Alterations have been made on the cheque✓
 - Cheque is stale (older than 6 months)✓
 - Cheque has been post-dated✓
 - Signature of drawer gives cause for doubt✓
 - Cheque has been torn
 - Amount in words differs from those in figures
 - Bank was requested to stop payment
 - Drawer insolvent
 - Account has been closed
 - Cheque incomplete
 - Drawer declared insane
- (6 × 1) (6)

3.5

CORPORATE RETAIL TRAVEL AGENT	LEISURE RETAIL TRAVEL AGENT
- Serves the needs of the business✓ - Not located in shopping centres or at street level✓ - Main concern to get the client to the meeting at a specific time and place✓ - Does not shop around for the cheapest prices available✓ - Another term for this type of travel agency is in-house agent (Any 4 × 1)	- Serves the needs of the consumer✓ - Located in shopping centres and in street level shops✓ - Relies on walk-in customers✓ - Usually works on a person-to-person basis - Main concern to satisfy the need of the client - Wants for the cheapest or best price for the customer - Services businesses without in-house agencies (Any 3 × 1)

(4 + 3)

(7)

3.6

Lateral

- Files attached to each other are suspended from a rack✓
- Stored in filing cabinets on hangers✓
- Files attached to one another and never removed✓
- Files placed inside hanging covers
- If you want to remove a file you remove the inside of the hanging file
(Any 3 × 1)

(3)

Tubular

- Rolled-up documents put inside a cylinder✓
- The contents of the cylinder indicated on the lid✓
- The cylinders stacked in such a way that the description of the contents can be seen✓
- Cylinders of different sizes used
- Most businesses use this method to stack documents such as drawings and building plans
- At a travel agency it will be used for the safekeeping of maps or posters
(Any 3 × 1)

(3)

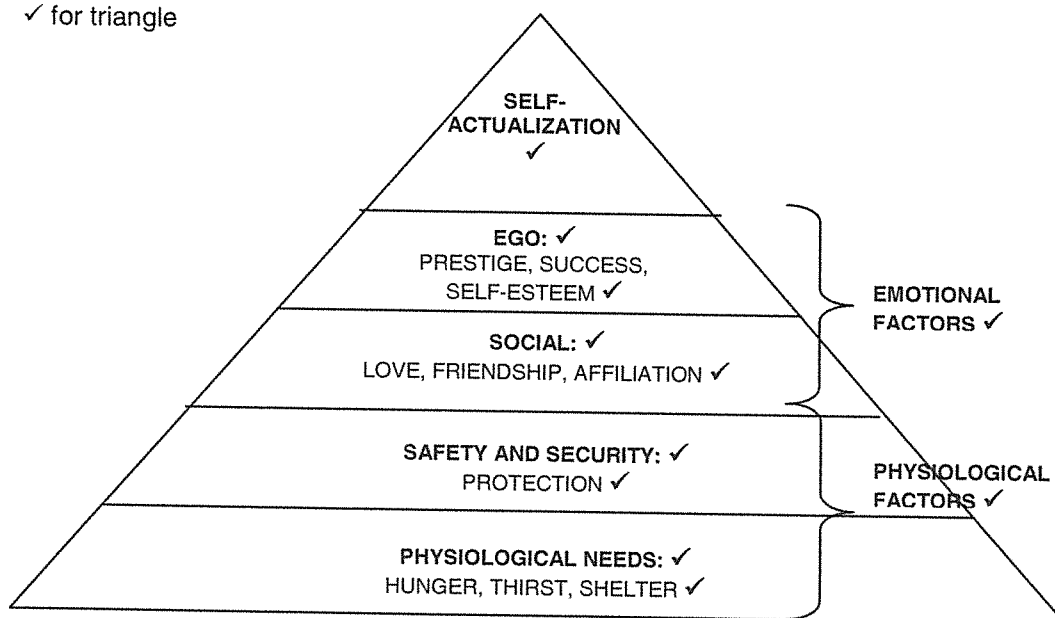
[37]**TOTAL SECTION A: 110**

SECTION B**QUESTION 4**

- 4.1 4.1.1 Man-made✓
- 4.1.2 Transportation✓
- 4.1.3 Socio-cultural✓
- 4.1.4 Support services✓
- 4.1.5 Accommodation✓
- 4.1.6 Natural✓
- 4.1.7 Transportation✓
- 4.1.8 Support service✓
- 4.1.9 Man-made✓
- 4.1.10 Accommodation✓

(10 × 1) (10)

- 4.2 ✓ for triangle



(12)

4.3

FIRST TIME TRAVELLER	EXPERIENCED TRAVELLER
• Basic needs must be satisfied✓ • They need food and shelter✓ • They travel for relaxation✓ • Very insecure✓ • Will make use of group or all inclusive tours • They have a particular reason for travel	• Seek constant change in their travel arrangements✓ • Social and ego needs must be satisfied✓ • Compare travel with previous experiences✓ • Individual travel rather than travelling in a group✓

(4 × 2)

(8)

4.4

NEWLY-WED PHASE✓	FAMILY GROWTH PHASE✓
• Economically✓ • Both work and pool their incomes✓ • No dependants • Can afford to buy lasting and expensive products • Travel alone • Often go on holiday (Any 2)	• Arrival of first child✓ • Complete change in consumer behaviour✓ • Changes in holiday arrangements to suit the whole family (Any 2)

MATURITY PHASE✓	POST-PARENTING PHASE✓
• Children have reached adolescent stage✓ • Additional to basic needs, they have developed their own norms, preferences and lifestyles✓ • Children play an important role to determine the choice of holiday destination (Any 2)	• All children have left the home✓ • Parents spend less on basic household necessities✓ • Main expenditures in building up a home have been met • Greater disposable income to spend on luxuries • This is a demanding travel phase (Any 2)

SOLE SURVIVOR✓
• Only one surviving spouse remains✓ • Consumer behaviour changes drastically✓ • Often far-off grandchildren are visited • Travel is family related • If travel tours are purchased all-inclusive group tours are applicable (Any 2)

(5 × 3)

(15)

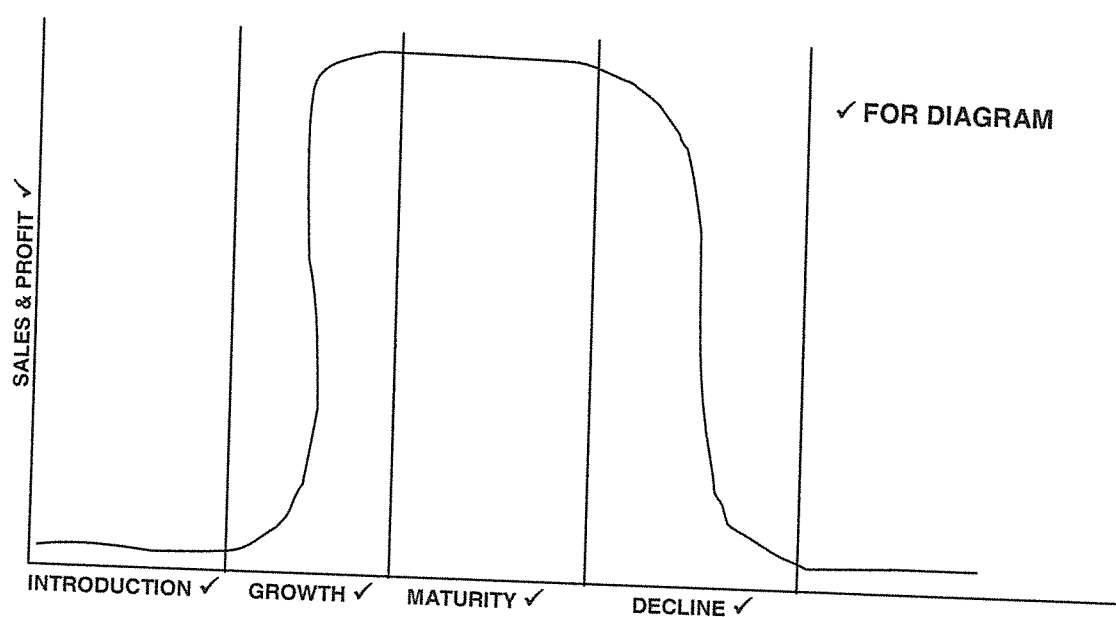
[45]

QUESTION 5

- | | | |
|-----|-------|-----------------------------------|
| 5.1 | 5.1.1 | Tsitsikamma Canopy Tours✓ |
| | 5.1.2 | No price mentioned✓ |
| | 5.1.3 | Tsitsikamma Canopy Tours company✓ |
| | 5.1.4 | Flyer✓ |
| | 5.1.5 | Adventure tourist✓ |
| | 5.1.6 | NO✓ |
| | 5.1.7 | No price has been mentioned✓ |

$$(7 \times 1) \quad (7)$$

5.2 5.2.1



(6)

- Decline phase✓
- 1Time Airlines had to close down✓

(2)

- Introduction phase✓
- Mango Airlines introduced new flight from Port Elizabeth to Johannesburg✓

(2)

5.3

- Outgoing, polite and helpful✓
 - Putting yourself in the clients place✓
 - Serving the client as you would like to be served if you were the client✓
 - Well organised✓
 - Giving full attention to what you are doing✓
 - Able to think quickly and clearly
 - Believing in the product you are selling
 - Sensitive to the clients needs and wants
- (Any 5 x 2)

(Any 5 × 1) (5)

5.4

1. ADEQUATE KNOWLEDGE OF THE PRODUCT✓	2. LOCATING OR SEEKING BUYERS✓
- Be familiar with the buyers needs✓ - Be familiar with the product you are selling (Any 1)	- Where to find the buyers who are interested in your product✓ - Part of the promotion strategy (Any 1)

3. APPROACHING PROSPECTIVE CLIENTS✓	4. PRESENTING AND PROVIDING SELLING POINTS✓
- How will you contact your buyers?✓ - Make a phone call - Fax, e-mail, letter - Set up a meeting (Any 1)	- Professional image of the travel agency✓ - Your equipment, staff, agency layout, general image - Agency documentation (Any 1)

5. ANSWERING QUESTIONS AND OBJECTIONS✓	6. CLOSING THE SALE✓
- See the client's point of view - Understand and overcome buyer's objections✓ - Recognise any excuse to purchase the product - Recognise buying signals - Present alternative suggestions (Any 1)	- Do not let the client leave the agency before you have satisfied the buyer's needs✓ - Persuade the client to buy the product - Ask for a commitment like a credit card number - Emphasise the gifts (Any 1)

7. FOLLOW-UP✓
- Contact the client after he/she returns from the holiday✓ - Make a phone call - Build up goodwill - Keep the client on the mailing list (Any 1)

(7 × 2) (14)

- 5.5
- Answer promptly (the telephone should not ring more than 3 times).✓
 - Greet the caller pleasantly.✓
 - Identify yourself.✓
 - Speak clearly and naturally.✓
 - Be yourself .✓
 - Avoid industry jargon.✓
 - Display the same type of professionalism over the phoen as you would in your office.✓
 - Give the caller your full attention.✓
 - Put warmth in your voice.✓
 - Refer to the caller by name as soon as you have ascertained it.
 - Provide the relevant information.
 - Paint word pictures – clients cannot see the brochure – you must give them the picture.
 - Get some kind of commitment.
 - Terminate the call in a manner that will leave the caller wanting to do business with your agency again.

(9)
[45]

TOTAL SECTION B: 90
GRAND TOTAL: 200