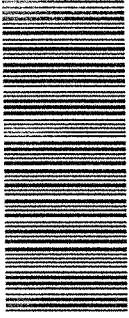


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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

**N1440(E)(J11)H
JUNE EXAMINATION**

NATIONAL CERTIFICATE

**TRAVEL OFFICE PROCEURES N4
(4021154)**

**11 June 2013 (X-Paper)
09:00–12:00**

This question paper consists of 11 pages and a 3-page addenda.

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
TRAVEL OFFICE PROCEDURES 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. Make sure that EXAMINATION NUMBER appears on ALL ADDENDA that must be handed in.
 5. Write neatly and legibly.
-

SECTION A**QUESTION 1**

- 1.1 Choose an example from COLUMN B to match the term in COLUMN A. Write only the letter (A–J) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B
1.1.1	Duplicating	A Thomas Cook
1.1.2	Travel insurance	B Galileo
1.1.3	CIP	C Big Hole in Kimberley
1.1.4	Traveller's cheques	D AIG Assist
1.1.5	BSP ZA	E Diners Club
1.1.6	Global Distribution System	F hunger
1.1.7	Two-party-credit-card	G purchasing power
1.1.8	Man-made resources	H lithographic process
1.1.9	Physiological needs	I Nedbank
1.1.10	Economic factor	J South African Airways 082

(10 × 1) (10)

- 1.2 Name and briefly explain the THREE retail sectors of which the travel industry consists. (3 × 2) (6)
- 1.3 Name any FIVE articles that are considered prohibited mail. (5)
- 1.4 Explain the procedure to be followed when a client wants to purchase traveller's cheques. (5)
- 1.5 Name any FOUR safety requirements for documents in a travel agency. (4)
- 1.6 Name any FOUR risks covered by travel insurance. (4)
- 1.7 Name any THREE characteristics of the digital printing process. (3)

[37]

QUESTION 2

2.1 Indicate whether the following statements are TRUE or FALSE. Write only 'true' or 'false' next to the question number (2.1.1–2.1.10) in the ANSWER BOOK.

- 2.1.1 The corporate retail travel agent relies on walk-in customers and their consultation is usually on a person-to-person basis.
- 2.1.2 The vertical staff structure involves different managers operating on the same level but in different departments or functions.
- 2.1.3 With priority mail, the sender does not receive proof of posting, except when registered or insured items are being sent.
- 2.1.4 Indexing is the safekeeping and systematic arrangement of documents so that they can be retrieved without delay.
- 2.1.5 A bearer cheque is payable to any person who presents the cheque to the bank.
- 2.1.6 The most commonly used accountable documents are the airline passenger ticket and baggage check.
- 2.1.7 Indemnity is a written undertaking by an insurance company to reimburse the insured for any loss or damage resulting from a specific event.
- 2.1.8 With digital printing the printer's ink is transferred from a master to a rubber cylinder and then printed onto paper.
- 2.1.9 Motivation can be defined as the process whereby the individual selects, organises and integrates stimuli into a meaningful overall picture.
- 2.1.10 The main objective of marketing is offering the right product or service at the right time, in the right place using the right promotional method for the right consumer, so that the business remains profitable.

(10 × 1) (10)

2.2 Complete the cheque on ADDENDUM A (attached) with the information provided below. Detach the ADDENDUM and attach it to the next clean page in the ANSWER BOOK.

On 15 August 2013 you wrote a cheque to Waltons to the value of R2 656 for the August stationery account.

(8)

- 2.3 You are the filing clerk at Circle Trip Travel. On your desk are the files listed below, which you must file in the different categories and in alphabetical order.

Use the information below to complete the TABLE given on ADDENDUM B (attached). Detach the ADDENDUM and attach it to the next clean page of the ANSWER BOOK.

Lisa Manqina	Cassy McDonald	Monaco
Cruises	Morocco	Car hire
Mexico	Dangerous goods	Isabelle Mahlangeni;
Domestic airlines		

(10)

- 2.4 Complete the CIP and the AVP on ADDENDUM C with the information provided below. Detach the ADDENDUM and attach it to the next clean page of the ANSWER BOOK.

You are the junior travel consultant at Circle Trip Travel, Port Elizabeth, South Africa. Your IATA number is 77212345. You sold this air ticket for a flight of British Airways (125) on 25 May 2013.

(6)

- 2.5 Name any TWO exceptions that are not covered in travel insurance.

(2)

[36]

QUESTION 3

- 3.1 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (3.3.1–3.3.10) in the ANSWER BOOK.

3.1.1 (Internal/External) noise refers to office sounds such as telephones, printers and conversations.

3.1.2 An (intermediate/senior) consultant is in charge if the manager is out of office.

3.1.3 (DOCEX/UPS) is a posting service often used in the travel industry.

3.1.4 A (manila cover/wall file) is used mainly for filing documents in a filing cabinet.

3.1.5 The (drawer/drawee) is the bank which receives the instruction to pay money to a person or business.

3.1.6 An (audit/agent) coupon will be forwarded via BSP to the accounting department of the airline concerned.

3.1.7 (Assurance/Insurance) applies to contracts where the insurer agrees to compensate the insured if a certain unpredictable event takes place.

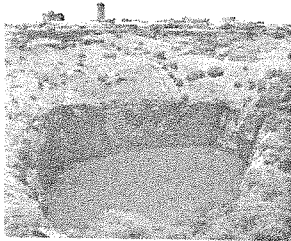
3.1.8	A bank deposit slip is an example of (single/double) impact carbon paper.		
3.1.9	Hotels, restaurants and museums are examples of the tourism (infrastructure/superstructure).		
3.1.10	A person with a (compliant/aggressive) personality is an individual who has his/her own ideas and perceptions.	(10 × 1)	(10)
3.2	Briefly explain the difference between <i>cancellation</i> and <i>curtailment</i> relating to the travel industry.	(2 × 2)	(4)
3.3	Explain how a travel agency can ensure the safekeeping of the standard traffic documents and validating equipment.		(4)
3.4	Give any SIX reasons why a bank can refuse to honour (to pay out) the amount on a cheque.		(6)
3.5	Explain the difference between a <i>corporate retail travel agent</i> and a <i>leisure retail travel agent</i> .	(4 + 3)	(7)
3.6	Briefly explain the difference between the <i>lateral</i> and <i>tubular</i> filing methods.	(2 × 3)	(6)
			[37]
TOTAL SECTION A:			110

SECTION B**QUESTION 4**

- 4.1 Study the pictures and place EACH in ONE of the categories in the list below. Write only the category next to the question number (4.1.1–4.1.10) in the ANSWER BOOK. The words may be used more than once.

natural resources; man-made resources; socio-cultural resources;
accommodation; transportation; support services

4.1.1 *South African Airways*



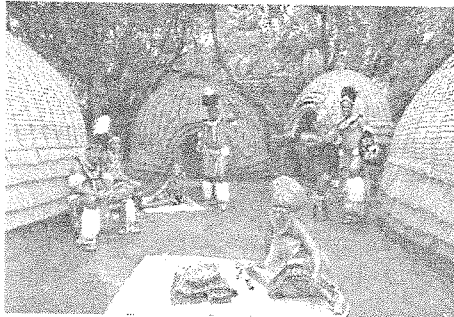
4.1.2



SOUTH AFRICAN AIRWAYS

A STAR ALLIANCE MEMBER 

4.1.3



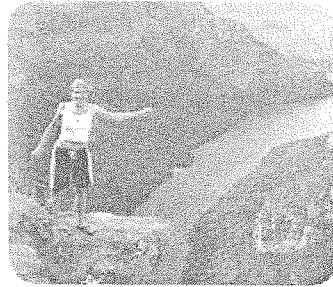
4.1.4



4.1.5



4.1.6



4.1.7



4.1.8



4.1.9



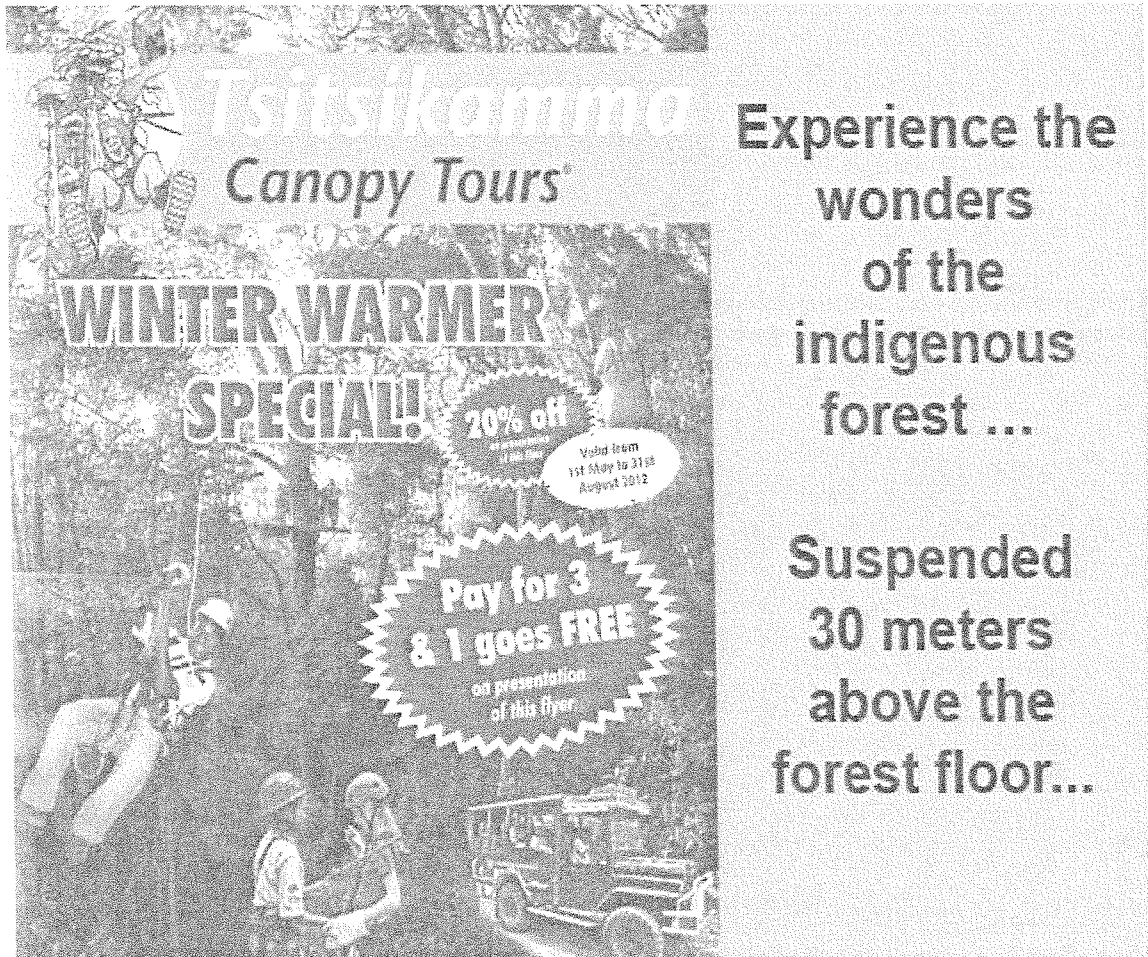
4.1.10



- | | | | |
|-----|---|----------|------|
| | | (10 × 1) | (10) |
| 4.2 | Illustrate, with the use of a DIAGRAM, <i>Maslow's hierarchy of needs</i> . | | (12) |
| 4.3 | Explain the difference between <i>first time travellers</i> and <i>experienced travellers</i> . | (4 × 2) | (8) |
| 4.4 | Name and explain the FIVE phases in the <i>family life cycle</i> . | (5 × 3) | (15) |
| | | | [45] |

QUESTION 5

5.1 Study the advertisement below and answer the questions.



The advertisement for Tsitsikamma Canopy Tours features a black and white photograph of a person ziplining through a forest. The text 'Tsitsikamma Canopy Tours' is at the top. Below it, 'WINTER WARMER SPECIAL!!' is written in large, bold letters. To the right of this, a circular badge says '20% off' and another says 'Valid from 1st May to 31st August 2012'. A large, jagged-edged badge in the center says 'Pay for 3 & 1 goes FREE on presentation of this flyer'. To the right of the image, the text 'Experience the wonders of the indigenous forest ...' is written in a serif font, followed by 'Suspended 30 meters above the forest floor...' in a bold, sans-serif font.

- 5.1.1 What product is being sold in the above advertisement?
- 5.1.2 What is the price for the product being sold in the above advertisement?
- 5.1.3 Who is selling this product?
- 5.1.4 How has this advertisement been communicated to the potential client?
- 5.1.5 What type of tourist will buy the product advertised above?
- 5.1.6 Does the advertisement above comply with the 5 P's of marketing mix? Answer only YES or NO.
- 5.1.7 Motivate the answer given in QUESTION 5.1.6.

(7 × 1) (7)

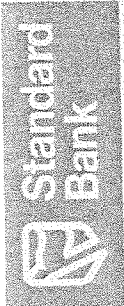
- 5.2 5.2.1 Illustrate, with the use of a DIAGRAM, the *product life cycle*. (6)
- 5.2.2 It was reported in the media that 1Time Airlines had to stop all its flights since it was bankrupt. Passengers could apply for refunds for the tickets that they had already bought.
- In which of the product life cycles did 1Time Airline find itself? Motivate your answer. (1 + 1) (2)
- 5.2.3 Mango Airlines announced that it would be introducing new flights from Port Elizabeth to Johannesburg.
- In which of the product life cycles would Mango Airlines find itself? Motivate your answer. (1 + 1) (2)
- 5.3 Name any FIVE characteristics of a successful travel sales person. (5)
- 5.4 Name and briefly explain the SEVEN steps in personal selling. (7 × 2) (14)
- 5.5 Name any NINE rules that a travel consultant should follow when doing telephone sales. (9)
- [45]

TOTAL SECTION B: 90
GRAND TOTAL: 200

ADDENDUM A

EXAMINATION NUMBER:

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CIRCLE TRIP TRAVEL

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