

higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

**NATIONAL CERTIFICATE
JUNE EXAMINATION
TRAVEL OFFICE PROCEDURES N4**

23 JUNE 2014

This marking guideline consists of 14 pages.

QUESTION 1

1.1.1 H ✓

1.1.2 B ✓

1.1.3 D ✓

1.1.4 I ✓

1.1.5 C ✓

(5 x 1) (5)

1.2.1 Vertical staff structure ✓

(1)

- 1.2.2
- From top management to lower management; ✓
 - From top to bottom;
 - From manager to junior consultant
 - Any answer as long as the marker can clearly see the student indicated the communication flows from top to bottom.

(1)

1.2.3 (a) BSP clerk:

- Responsible for any payments received (cash and credit card) ✓
- Responsible for travel office accounting ✓
- Responsible for payments made to the travel office's creditors (e.g. paying the telephone account)
- Reconciling the travel office accounting transactions
- Any applicable TWO as long as it has to do with accounting

(2)

(b) Senior consultant:

- Makes international bookings (flight, hotel, etc) ✓
- Draws up itineraries for international tours ✓
- Sells international tours
- Works out a customised international tour for the client
- Any applicable TWO as long as it has to do with international sales and services

(2)

(c) Junior consultant:

- Makes domestic bookings (coach, flight, etc) ✓
- Does filing in the office ✓
- Answers the phone
- General office duties
- Does typing to help the senior consultants
- Any applicable TWO as long as it has to do with inexpensive (domestic) sales and services

(2)

MOD 1: L.O. 2.2, 2.3

- 1.3.1 Standard bank ✓ (1)
- 1.3.2 Happy Trails Travel ✓ (1)
- 1.3.3 11-22-33-44 ✓ (1)
- 1.3.4 200034 ✓ (1)
- 1.3.5 NO ✓ (1)
- 1.3.6 The amount in words and numbers are not the same ✓
The cheque has not been signed ✓ (2)
- 1.3.7
- Choose an Institution. ✓
 - Shop around.
 - See who has the features you want and and who offers competitive rates.
 - Go to the Bank or Website. ✓
 - The advantage of opening accounts online is that you can do it at any time, from anywhere.
 - If you're only comfortable opening a bank account in person you can simply show up at the branch during business hours.
 - Provide Your Information. ✓
 - They do not open bank accounts without certain details about you.
 - This is to protect them and to comply with a variety of regulations.
 - You'll need to provide simple details like your name and birthday, as well as identification numbers.
 - You should also be prepared to provide a valid ID.
 - If you're doing this online, you'll just type the information into a textbox.
 - If you open your accounts in person you'll hand your ID's over to the banker, who will probably make photocopies. ✓
 - Agree to Terms. ✓
 - You'll have to agree to abide by certain rules and accept responsibility for certain actions.
 - When you open an account at a bank, you form a relationship based on a very important subject – your money. Therefore you should know what you're getting into.
 - If you open bank accounts online, you complete this step by clicking an 'I Agree' (or similar) button, and performing the next step.
 - Signatures. You will need to provide a specimen signature of the persons that will be writing out the cheques for the travel office
 - Any FIVE facts to do with opening a current account (5)

1.4 Insurance:

- Contract where the insurer agrees to compensate the insured ✓ if a certain unpredictable event takes place ✓
- Money is paid out in case of theft

(2)

Assurance:

- A contract which guarantees the payment of an agreed amount of money ✓ when a certain predictable event happens ✓
- When money is paid out on the death of the insured

(2)

MOD 1: L.O. 7.1

1.5

- Quality of the copy required ✓
- Is colour copies required ✓
- Cost involved ✓
- Type of paper to be used ✓
- Number of copies required ✓
- How many staff members are going to use the machine ✓
- Will the machine be bought or rented ✓
- Will the staff need access codes to use the machine
- How many functions must the machine fulfil

(Any 7 x 1)

(7)

MOD 1: L.O. 8.1

[36]**QUESTION 2**

2.1.1 False ✓

MOD 1: L.O. 2.1, 2.2

2.1.2 True ✓

MOD 1: L.O. 3.1

2.1.3 True ✓

MOD 1: L.O. 3.1

2.1.4 True ✓

MOD 1: L.O. 4.3

2.1.5 False ✓

MOD 1: L.O. 5.2

(5 x 1)

(5)

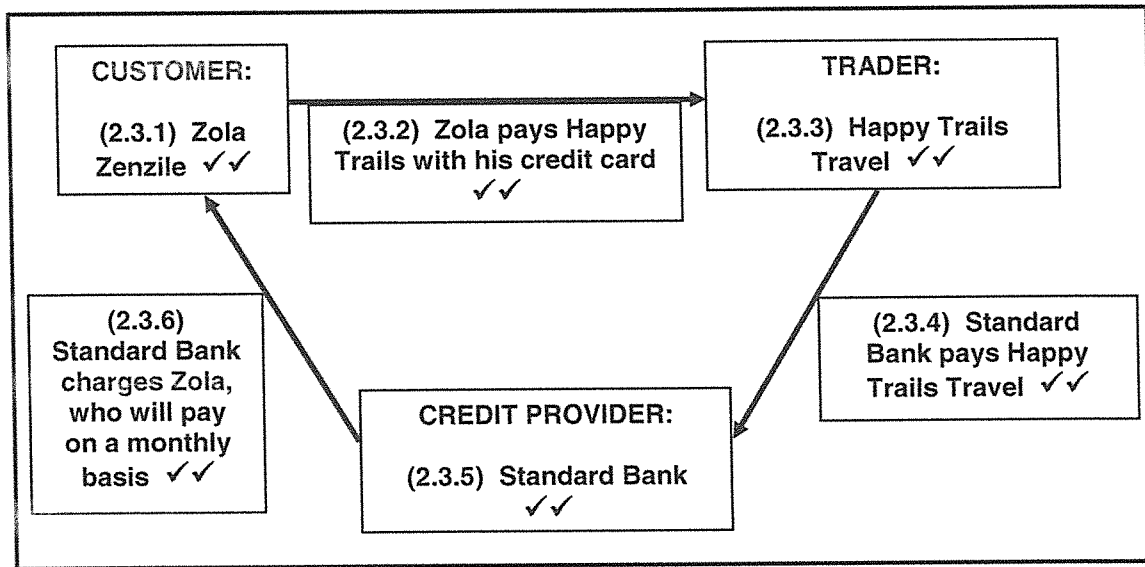
2.2

PERSONAL	SUBJECT	GEOGRAPHICAL
Callen, G ✓ Clark, B ✓ Clark, K ✓	Associations ✓ Adventure tours ✓ European tours ✓ Youth tours ✓	Plettenberg Bay ✓ Pietermaritzburg ✓ Port Elizabeth ✓

MUST BE STRICTLY ALPHABETICAL

(10)

2.3



(12)

2.4.1 Speed mail ✓

2.4.2 Registered mail ✓

2.4.3 Money order / Postal order ✓

2.4.4 Priority mail ✓

2.4.5 Normal post / bulk post ✓

(5 x 1)

(5)

- 2.5
- All mail received should be sorted into: registered mail, ordinary mail and personal mail ✓
 - Registered mail is opened first ✓
 - All post is stamped with a date stamp ✓
 - Enclosures must be attached to the letters ✓
 - All money received is written into the remittance register ✓
 - All other important mail received is written into the mail register.
 - Any FIVE steps

(5)

[37]

QUESTION 3

3.1.1 A ✓ (digital)

3.1.2 C ✓ (premium)

3.1.3 A ✓ (772)

3.1.4 C ✓ (6)

3.1.5 B ✓ (cylinders)

(5 x 1) (5)

3.2 3.2.1 Product demand:

- The prospective owner must determine whether there is a demand for the product in that specific area ✓
- This can be done by means of questionnaire, observation, traffic counts and independent surveys ✓
- This will tell you whether there is a demand in that area for a travel agency ✓
- This will depend on the market (customers) and what type of product you have to offer (leisure travel or business travel)
- If the demand is identified it is very easy to find a suitable locations

3.2.2 Transport routes:

- This is a major factor for workers and well as customers ✓
- The location must be easy to find and reach for the costumers ✓
- There must be transport available for your workers to get to and from their work, e.g. taxi's, busses ✓
- Parking facilities must be available to your clients

3.2.3 Municipal or government services:

- The office must have the normal services like water and electricity, sanitation and telecommunication ✓
- These services must be available to your customers and staff ✓
- Garbage removal is also one of these services ✓

(3 x 3) (9)

3.3 Advantages of cheque:

- More convenient than cash ✓
- Small piece of paper may represent a large sum of money ✓
- Cheques are safer than cash ✓
- Payments can be made by mail ✓
- The bank can certify the cheque up to the amount available in the account ✓
- Debit orders can be arranged against your cheque account ✓
- Overdraft facilities are obtainable on a cheque account

Advantages of credit card:

- Immediate clearance is given on a transaction ✓
- The business receives the money directly ✓
- Payments by the legitimate owner of the credit card are guaranteed by the cardholder's bank for substantial amounts ✓
- Credit cards are safer than cash ✓
- You do not have to carry much money around in order to make a payment ✓
- Many businesses allow discounts and other benefits upon the use of credit cards ✓
- Credit card holders enjoy a feeling of status and prestige
- For travel purposes the credit card can be used internationally
- Insurance is available when paying for your travel arrangements

(6 x 2) (12)

3.4 3.4.1 Accessibility:

- The document must be kept in such a way that they can easily be traced ✓

3.4.2 Expandability:

- It must be possible to add new documents at any time without disturbing the documents which have already been filed ✓

3.4.3 Safety and durability:

- The equipment used for filing must be durable, dust proof and resistant to fire or theft ✓

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3.4.4 Compactness:

- The filing equipment must occupy as little space as possible ✓

3.4.5 Flexibility:

- The system must be flexible – the needs of the organisation may change or the layout of the office may change ✓

3.4.6 Simplicity:

- The filing system must be so simple that any junior clerk can do the filing correctly ✓

(6 x 1) (6)

3.5

- Death ✓
- Permanent disability ✓
- Travel document loss ✓
- Baggage loss ✓
- Cash loss ✓
- Cancellation
- Curtailment
- Hospital and medical
- Personal liability
- Any FIVE risks

(5)
[37]**TOTAL SECTION A: 110****SECTION B****QUESTION 4**

- 4.1 4.1.1 Tourism infrastructure ✓
- 4.1.2 Tourism superstructure ✓
- 4.1.3 Cultural resources ✓
- 4.1.4 Natural resources ✓
- 4.1.5 Tourism infrastructure ✓
- 4.1.6 Tourism superstructure ✓
- 4.1.7 Cultural resources ✓
- 4.1.8 Man-made resources ✓

4.1.9 Natural resources ✓

4.1.10 Man-made resources ✓

(10 x 1) (10)

4.2 4.2.1

- Hunger ✓
- Thirst ✓
- Shelter

4.2.2

- Security gates ✓
- Alarm systems ✓
- Security guards
- Burglar proofing
- Police patrols
- Neighbourhood watch

4.2.3

- Love ✓
- Friendship ✓
- Affiliation

4.2.4

- Prestige ✓
- Success ✓
- Self-esteem

(4 x 2) (8)

4.2.5 NO ✓

(1)

4.2.6 If a person is hungry or thirsty they will not be thinking of buying expensive air tickets. They will be thinking of where their next meal will come from. If a person does not have a house to live in, they will not consider buying an air ticket. ✓

(1)

4.2.7 A person would like to buy an air ticket to show their prestige or success in life. The person will look at what other people are doing at this stage and will then want to buy the same to keep up with them. Some people will buy it to feel better about themselves and to show that they are important. ✓

(1)

4.2.8 Need:

- Can be defined as something which is essential for our continued existence ✓
 - Something which has to be satisfied in our daily lives
 - For example: food, water, shelter ✓
- (2)

Want/desire:

- A want is a condition which is nice to have, but will not affect our daily living ✓
 - It makes life more pleasant
 - For example: holiday, car, TV ✓
- (2)

4.3 First time traveller:

- Basic needs must be satisfied ✓
 - They need food and shelter ✓
 - They travel for relaxation ✓
 - Very insecure travellers
 - Make use of group or all inclusive tours
 - They have a particular reason for travelling to a specific destination
- (3)

Experienced traveller:

- They seek constant change in their travel arrangements ✓
 - Social and ego needs must be satisfied ✓
 - They compare previous experiences ✓
 - Individual travel rather than travelling in a group
- (3)

4.4 Upper class: ✓

- Well established wealthy families ✓
 - Fly-stay holidays ✓
 - Own holiday houses
 - Overseas holidays
- (3)

Lower-upper class: ✓

- Mostly successful executives ✓
 - Professional people
 - Own holiday houses ✓
 - Hotel accommodation
- (3)

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Upper middle class: ✓

- Persons with a relatively high level of education ✓
- Time-share ✓
- Hotel accommodation (3)

Lower middle class: ✓

- Mostly skilled and semi-skilled workers ✓
- Self-catering ✓ (3)

Lower class: ✓

- Mostly unskilled workers ✓
 - Very low level of education
 - Visit family and friends ✓
 - Camping (3)
- [46]

QUESTION 5

- | | | | |
|-----|-------|---|-----|
| 5.1 | 5.1.1 | Family packages to Disneyland Paris ✓ | (1) |
| | 5.1.2 | From GBP599 ✓ OR
From €599 | (1) |
| | 5.1.3 | Co-op Holidays ✓ | (1) |
| | 5.1.4 | Flyer ✓
Brochure
Newspaper | (1) |
| | 5.1.5 | Family ✓
Leisure | (1) |
| | 5.1.6 | Save up to 30% ✓
Free hotel and park tickets for children under 7 years ✓ | (2) |
| | 5.1.7 | YES ✓ | (1) |
| | 5.1.8 | You can clearly see the following on the advert:
Product, place, price, promotion and people ✓ | (1) |
| | 5.1.9 | Call: 0844 533 3509 ✓
Go to the branch in person ✓
Visit on website: <u>www.co-opholidays.co.uk</u> ✓ | (3) |

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- 5.2
- To inform potential clients ✓ of the existence of the product or service and the benefits that could be gained from its possession or use. ✓ (2)
 - To convince potential clients ✓ that the product or service is superior to that offered by competitors. ✓ (2)
 - To remind potential clients ✓ of the benefits offered by the product or service. ✓ (2)
- 5.3
- Being outgoing, polite and helpful ✓
 - Putting yourself in the clients place ✓
 - Being well organised ✓
 - Give full attention to what you are doing ✓
 - Thinking quickly and clearly ✓
 - Believing in the product you are selling
 - Being sensitive to the clients wishes and needs (Any 5 x 1) (5)
- 5.4 Adequate knowledge of your product ✓
- You must know what you are selling and who your market is ✓
 - Be familiar with the buyers needs
 - Be familiar with the product you are selling
- Locating or seeking buyers ✓
- Where will you find the buyers to whom the products or service are to be sold? ✓
 - this forms part of the promotion strategy
- Approaching prospective clients ✓
- How will you reach your clients? ✓
 - Make a phone call
 - Correspondence by fax or e-mail
 - Set up a meeting
- Presenting and providing selling points ✓
- This is the professional image that the agency projects ✓
 - The equipment used
 - The professionalism of the staff
 - The agency layout
 - General image
 - Agency documentation

Answering questions and objections ✓

- You must be able to see the client's point of view ✓
- Understand and overcome buyer's objections
- Recognise any excuses to purchase the product
- Recognise buying signals
- Present alternative suggestions to the objections

Closing the sale ✓

- You must not let the client leave your agency before you have satisfied the buyer's needs ✓
- Persuade the client to buy the product
- Give all the benefits and strong selling points regarding the product
- Make the sale by asking for a commitment, e.g. deposit or credit card number
- Emphasise the gifts that accompany the package and the dedicated service you offer

Follow-up ✓

- After the client returns from the holiday, you must make contact to enquire if the trip has been successful ✓
- Make a telephone call; send an e-mail
- Build-up good will
- Keep clients on the mailing list detailing available packages for the next holiday

(7 x 2) (14)

TRAVEL OFFICE PROCEDURES N4

- 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 phone 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 – remember, clients cannot see the brochure – you must give them the picture
 - Get some kind of commitment – ask for the client's credit card number
 - Terminate the call in a manner which will lead the caller doing business with your agency again

(Any 7 x 1)

(7)
[44]

TOTAL SECTION B: 90
GRAND TOTAL: 200