



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N4

(4021154)

14 June 2018 (X-Paper)

09:00–12:00

CLOSED-BOOK EXAMINATION

This question paper consists of 11 pages.

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. Write neatly and legibly.
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SECTION A

QUESTION 1

1.1 Study the document below and answer the questions.

WikiAirlines					
YOUR TICKET-ITINERARY				YOUR BOOKING NUMBER : WXIKXI	
Flight	From	To	Aircraft	Class/Status	
WK 2200	Montreal-Trudeau (YUL) 17:15 Thu May-04-2006	Frankfurt (FRA) Fri May-05-2006	06:30+1 333	Y Confirmed	
WK 2495	Frankfurt (FRA) T1 07:50 Fri May-05-2006	Amsterdam (AMS) Fri May-05-2006	09:00 321	Y Confirmed	
WK 2293	Munich (MUC) T2 15:30 Mon May-22-2006	Montreal-Trudeau (YUL) 17:50 Mon May-22-2006	340	Y Confirmed	
Passenger Name	Ticket Number	Frequent Flyer Number	Special Needs		
(1) JONES, JOHN/MR.	012-3456-789012	000-123-456	Meal: VGML		
Purchase Description	Price				
Fare (LLXSOAR, LLXGSOAR)	CAD	558.00			
Canada - Airport Improvement Fee		15.00			
Canada - Security Duty		17.00			
Canada - GST #1234-5678		1.05			
Canada - QST #12345-678-901		1.20			
Germany - Airport Security Tax		18.38			
Germany - Airport Service Fees		37.76			
Fuel Surcharge		161.00			
Total Base Fare (per passenger)		809.39			
Number of Passengers		1			
TOTAL FARE	CAD	809.39	Paid by Credit Card XXXX-XXXX-XXXX-1234		

1.1.1 What does the acronym STD stand for? (1)

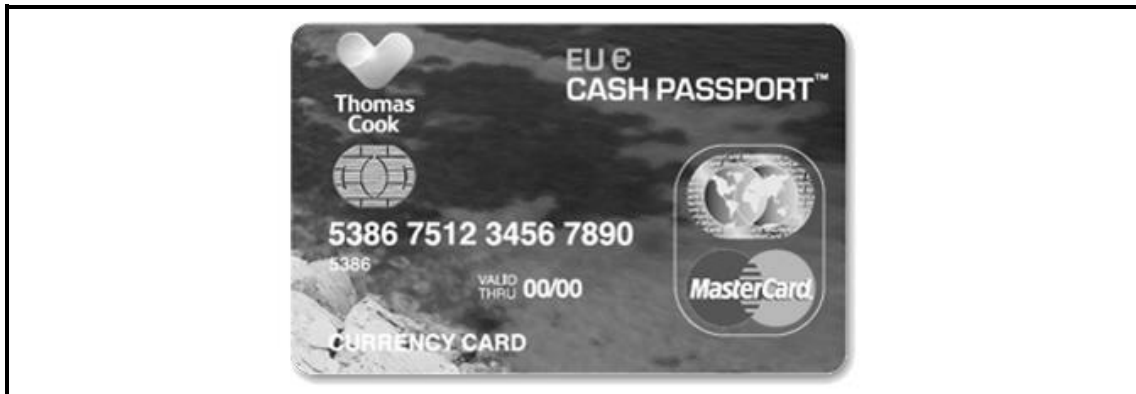
1.1.2 What type of STD is represented by the given document? (1)

1.1.3 Name FIVE elements that must always appear on the given document. (5)

1.1.4 Which form of payment was used for the given transaction? (1)

1.2 Give TWO similarities and TWO differences between an *in-house travel agent* and a *corporate travel agent*. (2 + 2) (4)

- 1.3 Mr John Jones would like to travel from Montreal (Canada) to Munich (Germany). He will use the card below for purchases while he is in Germany.



- 1.3.1 Identify the card. (1)
- 1.3.2 How does this card work? (2)
- 1.3.3 How will Mr Jones benefit by using this card? (3)
- 1.3.4 Name and explain TWO other methods that Mr Jones can use to spend his money in Germany. (2 + 2) (4)

- 1.4 Study the pictures below and answer the questions.



- 1.4.1 Name the office layouts in PICTURE A and PICTURE B. (2)
- 1.4.2 Define the layouts mentioned in QUESTION 1.4.1. (1 + 1) (2)
- 1.4.3 You must set up a cost-effective layout for your company.
- Which layout would you choose between PICTURE A and PICTURE B? Motivate the answer. (3)

- 1.5 Explain the term *ventilation*. (1)
[30]

QUESTION 2

- 2.1 Give ONE term for each of the following descriptions. Write only the term next to the question number (2.1.1–2.1.5) in the ANSWER BOOK.
- 2.1.1 People working in a travel office who are responsible for providing travel-related information and advice to potential tourists
- 2.1.2 Overnight private posting service facility often used by the travel industry for sending documents between subscribing members in different national centres
- 2.1.3 Secret or private information that a client will share with a travel consultant in order to complete a booking
- 2.1.4 Banking transaction done through computerised or technological systems
- 2.1.5 International computerised reservation system (CRS) used to access many databases of different suppliers in the tourism industry
- (5 × 2) (10)
- 2.2 Name the type of mail service that will be ideal for sending each of the following:
- 2.2.1 Brochures that must be mailed to customers
- 2.2.2 Itinerary that must be delivered to a client's home address as soon as possible
- 2.2.3 Passport that a client needs within seven days
- 2.2.4 Advertising material of 4,1 kg that must be mailed to another branch of the company in another province
- 2.2.5 Confirmation of a booking that must be sent to a client in another country within 24 hours
- (5 × 1) (5)
- 2.3 Discuss ways to handle outgoing mail effectively. (7)
- 2.4 List the THREE major classifications for files or file covers. (3)

2.5 Read the scenario below and answer the questions.

Mr and Mrs Rikhotso are self-employed and have been married for over 40 years. Throughout their marriage they saved enough money to buy whatever they wanted. They never opened accounts at shops or took out loans because they always feared being blacklisted should they fail to make regular payments.

This year they decided to extend their house to a double storey in which they will live comfortably as they are approaching retirement. They needed R200 000 to extend the house and went to the bank to apply for a loan. Their application was declined and the reason given by the bank was that there is no credit history for both Mr and Mrs Rikhotso.

2.5.1 What is a *bank loan*? (2)

2.5.2 Explain the term *credit history* and state why it is important for consumers to have a good credit history. (4)

2.5.3 What does it mean to be *blacklisted*? (2)

2.5.4 List FOUR types of credit facilities, besides a bank loan, that Mr and Mrs Rikhotso can apply for. (4)

2.6 When opening a personal cheque account one must complete an application form.

Give FIVE personal details that the bank will require to complete the application form. (5)

2.7 Electronic banking is an umbrella concept for the processes that allow a client to conduct financial transactions electronically without visiting the bank.

Discuss the following electronic banking options:

2.7.1 Telephone banking

2.7.2 Cellphone banking

2.7.3 Online banking

(3 × 1) (3)

[45]

QUESTION 3

3.1 Indicate whether the following statements are TRUE or FALSE. Write only 'True' or 'False' next to the question number (3.1.1–3.1.6) in the ANSWER BOOK.

- 3.1.1 Staff members are required to read and sign a confidentiality agreement (included in their contract of employment) which is a legally binding contract.
- 3.1.2 Confidentiality agreements are only applicable in the office environment.
- 3.1.3 Making records available to the police if they have a valid warrant to inspect client lists is exempted from confidentiality agreements.
- 3.1.4 Staff members who have access to confidential information, such as personal details of clients and itineraries, are called travel consultants.
- 3.1.5 Staff members who have access to confidential information, such as staff contracts and the home addresses of all staff, are managers and human resource managers.
- 3.1.6 A junior consultant will have access to the details of clients travelling to Paris.

(6 × 1) (6)

3.2 Read the article below and answer the questions.

How to organise your files with cross-referencing

To be honest, I am not a big fan of cross-referenced file systems. Specifically, I am not a fan of systems which require you to keep a secondary index of things you have already filed. Whether in a card system, a notebook or a computer file, the more places you have to keep files organised, the more places there are for things to get out of control.

That being said, cross-referencing works for some people and certain fixed types of cross-references are easy for anybody to use. The development of electronic data also serves as a type of cross-reference.

- 3.2.1 What is cross-referencing? (2)
- 3.2.2 Identify the type of filing system mentioned in the article. (1)
- 3.2.3 Discuss the steps to follow when filing according to the system mentioned in QUESTION 3.2.2. (5)

3.3 What does the acronym POPI stand for? Briefly explain the purpose of this act. (3)

- 3.4 Discuss the negative effects that a tourism company will experience should there be a breach of security. (4)
- 3.5 Give THREE risks covered by travel insurance. (3)
- 3.6 Explain the term *liability insurance*. (2)
- 3.7 Differentiate between *copying* and *duplicating*. (2 + 2) (4)
- 3.8 When neutral ticket stock is received from IATA it has to be validated prior to use.
- Which procedure should be followed to manually validate an air ticket? (5)
- [35]**

TOTAL SECTION A: 110

SECTION B

QUESTION 4

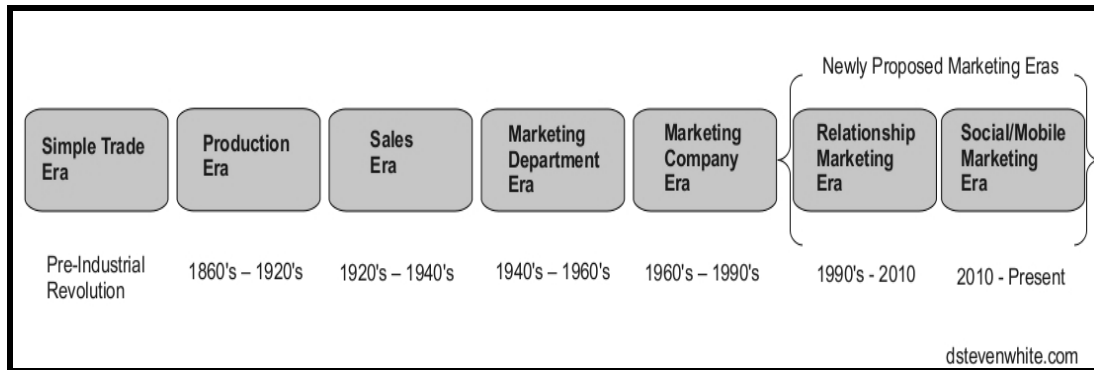
- 4.1 Choose a term from COLUMN B to match a description in COLUMN A. Write only the letter (A–E) next to the question number (4.1.1–4.1.7) in the ANSWER BOOK.

COLUMN A		COLUMN B	
4.1.1	Moves away from other people	A	compliant
4.1.2	Regularly requires private time	B	extraverted
4.1.3	Moves against other people	C	aggressive
4.1.4	Usually open to and motivated by the outside world of people and things	D	introverted
		E	detached
4.1.5	People who move towards other people		
4.1.6	Prefers one-to-one communication and relationships		
4.1.7	Feels deprived when cut off from interaction with the outside world		

(7 × 1) (7)

4.2 Marketing went through different phases of evolution from its inception.

Study the timeline below and answer the questions by choosing a particular marketing era that corresponds with the statement given. Write only the answer next to the question number (4.2.1–4.2.5) in the ANSWER BOOK.



- 4.2.1 Focus on making money through aggressive sales
- 4.2.2 Customers' needs are at the centre of a business and they determine which products are produced
- 4.2.3 Companies focus on marketing problems and use a wide range of marketing activities
- 4.2.4 Companies focus on the hard selling of products and not on consumer needs
- 4.2.5 Focus on producing superior products and improving them over time to attract customers
- (5 × 2) (10)
- 4.3 Write the word *social* in the phonetic alphabet used in the tourism industry. (6)
- 4.4 The timeline in QUESTION 4.2 shows that social media has been used as a platform for marketing since 2010.
- Define *social media*. (2)
- 4.5 You have been appointed as the new marketing manager at MTO Travel. Your first task is to use social media as part of your marketing strategy.
- Choose FOUR types of social media platforms from social networking sites and explain how you will use each platform to market your company. (4 × 3) (12)
- 4.6 Tourism companies usually sell services rather than goods.
- Would tour packages sold by a tour operator be categorised as *service marketing* or *manufacturing marketing*? Motivate the answer. (1 + 2) (3)

- 4.7 Learning ability is one of the individual factors that can influence a person to purchase a particular tourism product.

Compare the needs of a *first-time traveller* to the needs of an *experienced traveller*. (3 + 3)

(6)

- 4.8 Reference groups are groups that a person will identify with and may want to join.

Give ONE example of a subgroup for each of the following reference groups:

4.8.1 Membership groups

4.8.2 Automatic groups

4.8.3 Negative groups

4.8.4 Associated groups

(4 × 1)

(4)

- 4.9 Online booking has certain disadvantages for both the consumer and the tourism company.

Discuss FIVE disadvantages for the consumer when making an online booking and FIVE disadvantages for the tourism company taking online bookings. (5 + 5)

(10)
[60]

QUESTION 5

- 5.1 Read the article below and answer the questions.

Basic Phone Skills

- Telephone etiquette can make or break the caller's perception of your service



Module 4
4-4

Telephone etiquette can make or break the caller's perception of your service. Knowing proper telephone etiquette for how to answer the phone, put callers on hold, and transfer calls, puts you ahead of the game.

(Source: www.acf.hhs.gov/sites/default/files/ocse/cs)

5.1.1	Do you agree or disagree with the statement that 'telephone etiquette can make or break the caller's perception of your service'? Motivate the answer.	(3)
5.1.2	Do you think a telephone conversation between a travel agent and a customer is also part of personal selling? Motivate the answer.	(3)
5.1.3	Give 10 basic rules a consultant should follow when marketing sales over the telephone.	(10)
5.2	Discuss each step of the selling process below in detail.	
	Step 1: Having adequate knowledge of the product	
	Step 2: Locating and identifying the buyer	
	Step 3: Approaching prospective customers (buyer)	
	Step 4: Presenting and providing selling points	
	Step 5: Answering questions and objectives	
	Step 6: Closing the sale	
	Step 7: Following-up (nonsale activities)	(14)
		[30]
	TOTAL SECTION B:	90
	GRAND TOTAL:	200