



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N4

6 JUNE 2019

This marking guideline consists of 8 pages.

SECTION A**QUESTION 1**

1.1	1.1.1	Panoramic/mixed/combined office layout	(2)
	1.1.2	Yes	(1)
	1.1.3	This layout combines two or more office layouts, which is ideal for offering the manager and accountant the privacy they need. The consultants will be working in the open-plan section. Each employee will work in an environment suited to their needs to perform the work to the best of their ability.	(3)
	1.1.4	• Desk 1: International/senior consultant • Desk 2: Intermediate consultant • Desk 3: Junior/domestic consultant • Room 2: Manager/accountant	(4 × 2) (8)
	1.1.5	• Room 1 is a boardroom. • It is used as a meeting room, interview room, etc.	(2)
	1.1.6	• The office has one office only for either the accountant or the manager. It would be best to have an office for the manager and another office for the accountant. • The office has three televisions which could disturb staff's work if the television programmes and sound are not well monitored. • A photo copier and printer section is not available. • The safe is also not included in the plan. • The information section (brochure rack) is placed in the centre of the office and it should rather be moved to be against the wall.	(Any 2 × 2) (4)
1.2	1.2.1	True	
	1.2.2	False	
	1.2.3	True	
	1.2.4	False	
	1.2.5	False	
			(5 × 1) (5)
1.3	1.3.1	C	
	1.3.2	B	
	1.3.3	B	
	1.3.4	D	
	1.3.5	A	
	1.3.6	D	
	1.3.7	A	
	1.3.8	A	
	1.3.9	C	
	1.3.10	C	
			(10 × 1) (10)
			[35]

QUESTION 2

- 2.1 2.1.1 A traveller's cheque is a pre-printed cheque (issued by a financial institution),✓ intended to allow the person signing it to make a payment to someone else as a result of having paid the issuer for that privilege.✓ (2)
- 2.1.2 The functions and use of traveller's cheques differ from those of a normal cheque.✓✓ The amount is already pre-printed on traveller's cheques✓✓ and the traveller can write something on the cheque at three places only. The top of the cheque will be signed by the traveller the moment they receive the cheque. The second signature will be made in front of the person who is receiving the payment. There is also a place to fill in the date. If you pay for something to the value of \$90 using a \$100 traveller's cheque, you will get change in cash. (4)
- 2.1.3
 - It is costly because of commission fees and conversion charges.
 - You miss better exchange rates compared to those travellers using debit and/or credit cards.
 - Some establishments do not accept traveller's cheques anymore.
 - You cannot cash these cheques at ATMs.
 - It is inconvenient, as it is not available electronically in today's technological world. (Any 4 × 1)
 (4)
- 2.1.4
 - Cash passport/travel money card/pre-paid travel card/world currency card/travel wallet
 - Credit card
 - Debit card
 (3)
- 2.1.5 No (1)
- 2.1.6 Any unused traveller's cheques must be returned to the issuer within 14 days from arriving back in the country.✓✓ The money will be refunded to the cash amount of that specific day's exchange rate. (2)
- 2.1.7
 - It is safer carrying a card than carrying cash or traveller's cheques.
 - Bank fees are less on card transactions than on the withdrawal of money.
 - It is convenient – you do not have to go to a bank and wait in a long queue for cash.
 - The bank statement will help you keep record of where your money was spent.
 - Because of the unique PIN assigned to each card, it will be difficult to use the card when stolen.
 - Some banks offer rewards for using your bank card often.
 - Some cards can be used internationally and you do not have to exchange money before travelling. (Any 4 × 1)
 (4)

2.2	2.2.1	Speed services		
	2.2.2	Registered mail		
	2.2.3	Regular or surface mail	(3 × 2)	(6)
2.3	• Name and ID number • Gender and ethnic/racial origin of a client • Client's visa, passport and identification documents • Client's contact details and address • Bank details • Credit card information • Medical history • Travel history and records (itineraries) • Criminal record • Membership to organisations • Educational information • Religious and philosophical beliefs			(Any 6 × 1) (6)
2.4	2.4.1	DOCEX		
	2.4.2	BSPZA		
	2.4.3	E-MAIL		
	2.4.4	CCTV	(4 × 2)	(8)
				[40]

QUESTION 3

3.1	3.1.1	Passport/visas/ID card		
	3.1.2	Confirmation of reservation/itinerary/travel quotes/proof of payment/visa application		
	3.1.3	Passport/visas/ID card	(3 × 1)	(3)
3.2	• Date filed • Number • Correspondent • Contents • Handed to • Initials • Correspondent • Received from • Type of payment • Amount • Initial • Receipt number			(Any 7 × 1) (7)

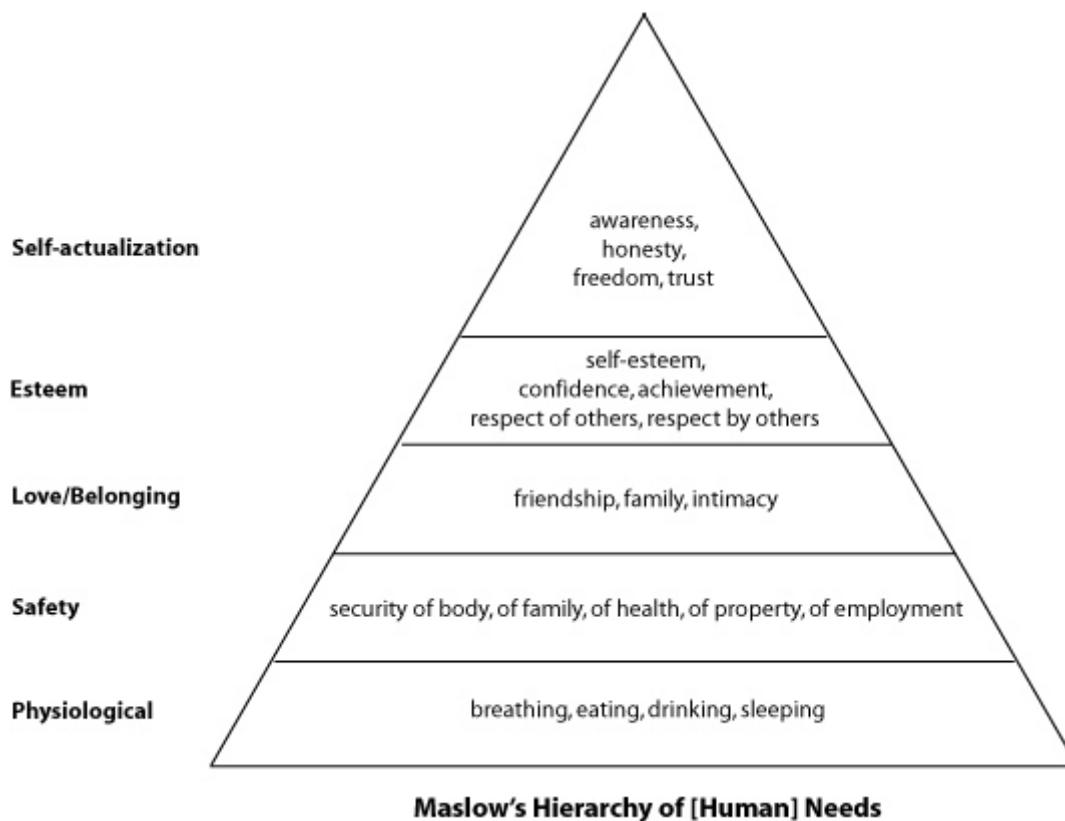
- 3.3
- Suitable✓ – must suit the requirements of the business✓
 - Logical✓ – must follow a logical order✓
 - Flexible✓ – should be flexible enough to accommodate functional changes✓
 - Simple✓ – should be simple enough to understand, especially for new staff✓
 - Accessible✓ – should be easily accessible to relevant staff✓
 - Economic – should not be a very expensive filing system and should be easy to maintain
 - Safe – information should be kept secure and confidential
 - Durable – must be kept safe from possible water, dust or fire damage and must be able to last for a long time
 - Neat – must be neat and not take over the whole office
 - Compact – should not take up too much space (Any 5 + 5) (10)
- 3.4
- Filing cabinets
 - Manila covers
 - Concertina files
 - Spikes
 - Alphabetical book file
 - Wall files (Any 5 × 1) (5)
- 3.5
- Quality of the copy required
 - Whether a colour copy is required
 - The cost involved in making a copy
 - The type of paper needed
 - The number of copies required
 - How many people will be using the machine
 - Whether the machine will be bought or rented
 - Whether it is necessary to issue access numbers to staff
 - How many functions the machine must fulfil, for example reduce, enlarge, bind or sort (Any 5 × 1) (5)
- 3.6
- BSP is a system designed to facilitate and simplify the selling, reporting and remitting procedures of IATA-accredited passenger sales agents as well as improve financial control and cash flow for BSP airlines.✓✓
- Advantages for both the airline and the agency:
- It reduces airline costs and at the same time, provides agents with a cost-effective system for selling the products of those airlines that participate in the BSP.✓
 - It enables airlines and agents to save on administrative overheads, while streamlining their services to the clients.✓
 - It provides one supply source of ticket numbers for electronic tickets.✓
 - It simplifies remittance procedures by establishing one point for agent's payments. (Any 3 × 1) (5)

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

QUESTION 4

4.1	4.1.1	The product life cycle	(2)
	4.1.2	Growth phase – rapid market acceptance✓ and increasing profits✓ Competitors now notice the good product you have and develop something similar.	
		Maturity phase – Profits on sales are slowing down.✓ Profits level off. Increase outlay to compete.✓ Competition gets tougher	(4)
	4.1.3	The aim of the introduction phase of advertising is to inform potential consumers of the product or services.	(2)
	4.1.4	The aim of the decline stage of advertising is to remind potential clients of the product/service.	(2)
4.2	4.2.1	Motivation can be defined as the reason for acting or behaving in a particular way.	
	4.2.2	Personality is what makes you different from other people and it has to do with differences between people in behaviour, thinking and actions taken.	
	4.2.3	Learning experience will determine the traveller's choice between familiarity (something that you know) and novelty (something that is new). First-time travellers will be insecure and impressed with most things, while experienced travellers might have more demands	(3 × 2) (6)
4.3	4.3.1	Overseas holiday	
	4.3.2	Own holiday homes	
	4.3.3	Upmarket time share	
	4.3.4	Camping	
	4.3.5	Visiting friends and relatives	(5 × 1) (5)
4.4	4.4.1	Marketing era	
	4.4.2	Sales era	
	4.4.3	Sales era	
	4.4.4	Production era	
	4.4.5	Production era	
	4.4.6	Marketing era	(6 × 1) (6)

5.2

(12)
[39]**QUESTION 5**

- 5.1 5.1.1 • Expert advice is immediately available,✓✓ while booking online involves limited or no personal contact.✓✓
 • An agent is available to answer any questions.
 • You avoid the risk of online fraud when making payments. (4)
- 5.1.2 • Bookings can be made any time of the day or night (24 hours).
 • It is convenient to make bookings anywhere (at work or home).
 • Confirmation of the booking is available right away.
 • It is easy to check availability and compare prices.
 • Most online services offers an online consultant to assist when needed.
 • It saves costs as no middlemen is to be paid.
 • Human errors are eliminated, unless the consumer himself makes a typing error.
 • Online bookings consistently deliver a better price, as it is always cheaper to book online than any other options.
 (Any 5 × 1) (5)
- 5.1.3 Personal selling is the interaction (face to face or electronic)✓ between a travel agent and the potential customer, during which the agent persuade the customer✓ to pay money for a specific product. (2)

5.1.4	• Work through travel brochures and travel magazines. • Use the internet to browse websites of certain suppliers. • Read the newspapers every day. • Have the most recent GSA available. • Watch travel channels. • Try to visit some of the destinations. • Talk to fellow agents and customers who have already experienced the product.	(Any 4 × 1)	(4)
5.1.5	• Stop reading or talking to colleagues. • Introduce yourself and show the client where to be seated. • Listen to the needs of the client. • Ask the right questions to get a better idea of what the client wants. • Write down the most important things while the client is speaking, so that you don't forget them. • If the phone rings, answer it, transfer the call and apologise to the client. • Any reference material should be within easy reach.	(Any 5 × 1)	(5)
5.2	Oscar✓ November✓ Lima ✓ India✓ November✓ Echo✓		(6)
5.3	A family life cycle is the stages that any person will pass through from infancy up to retirement.✓✓		
	Phase 1: Newly wed✓		
	Phase 2: Family grows✓		
	Phase 3: Maturity phase✓		
	Phase 4: Post-parental phase✓		
	Phase 5: Sole survivor✓		(5)
5.4	5.4.1 B		
	5.4.2 A		
	5.4.3 B		
	5.4.4 E		
	5.4.5 A		
	5.4.6 E		
	5.4.7 D		
	5.4.8 D		
	5.4.9 C		
	5.4.10 C		
		(10 × 2)	(20)
			[51]
		TOTAL SECTION B:	90
		GRAND TOTAL:	200