



higher education & training

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REPUBLIC OF SOUTH AFRICA

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NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N4

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This question paper consists of 12 pages.

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
TRAVEL OFFICE PROCEDURES N4
TIME: 3 HOURS
MARKS: 200

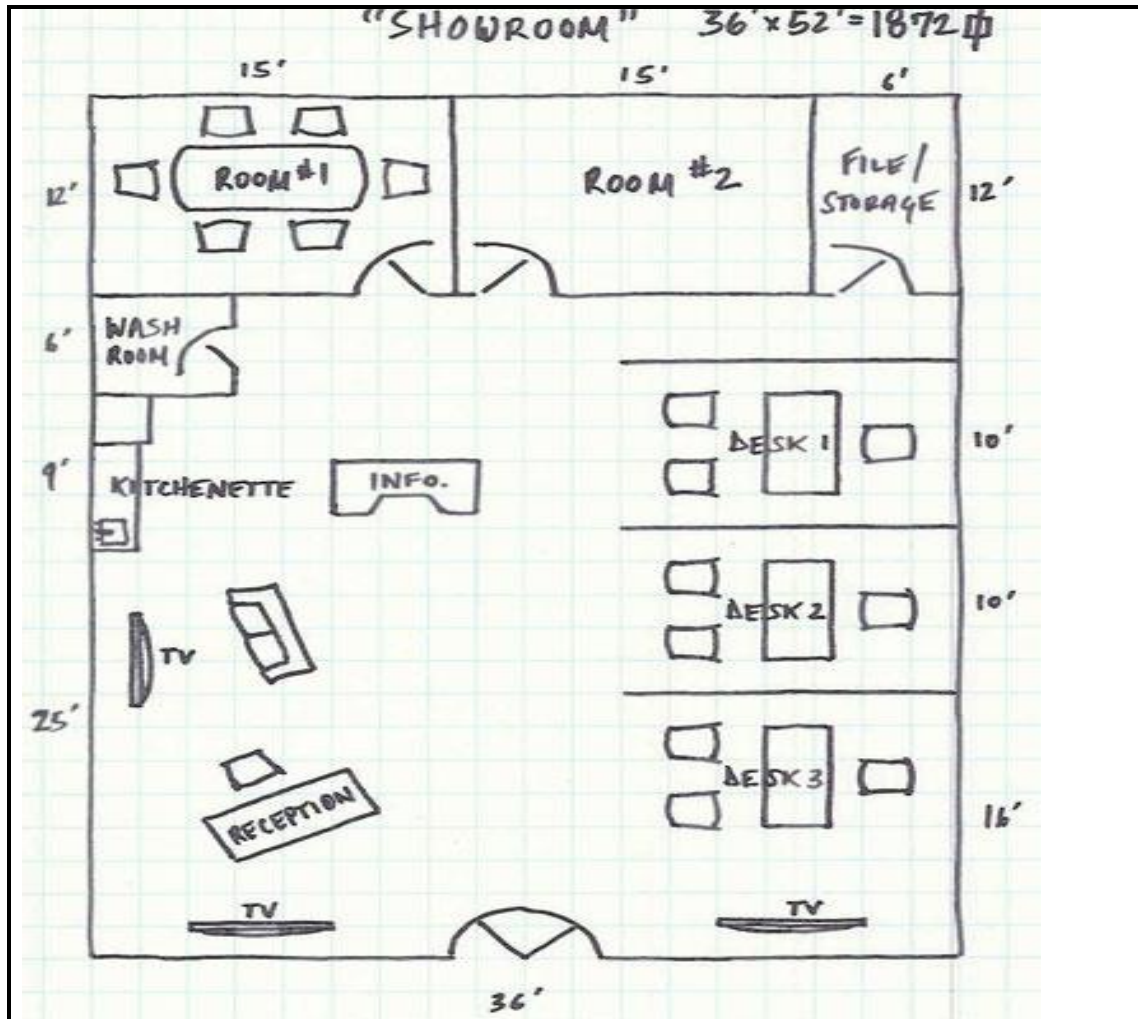
INSTRUCTIONS AND INFORMATION

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 picture/diagram below and answer the following questions:



- 1.1.1 What type of office layout is depicted by the drawing above? 🚗 (2)
- 1.1.2 Will the layout above suit a retail travel agency? Answer 'yes' or 'no'. (1)
- 1.1.3 Motivate your answer to QUESTION 1.1.2. (3)
- 1.1.4 Which staff members of a travel agency will be well positioned on desk 1, desk 2, desk 3 and room 2? 🚗 (8)
- 1.1.5 Most travel offices have a room similar to the one named 'room 1'. What is the popular name for that room and what is it used for? (2)
- 1.1.6 Analyse the layout above and then state TWO weaknesses of the layout which prevent it from becoming the ideal layout of a retail travel agency. 🚗 (4)

1.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

- 1.2.1 The location that is chosen for a tourist establishment must provide sufficient space for the staff members in the area. 
- 1.2.2 A cellphone banking application enables registered clients to perform financial transactions by means of a phone call.
- 1.2.3 A fax machine can be used to send a fax which can be received directly via an e-mail 
- 1.2.4 A CRS combines several GDSs from different suppliers to compare and make bookings
- 1.2.5 It is important to give your computer password to your manager in case of an emergency

(5 × 1) (5)

1.3 Various options are given as possible answers to the following statements. Choose the correct answer and write only the letter (A–D) next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

- 1.3.1 These are the reason for security procedures in a tourism establishment, except ...
- A cash and possible foreign exchange.
 - B contracts with suppliers and wholesalers. 
 - C loss of trust from clients.
 - D documents such as passports and other travel documents.
- 1.3.2 These pose potential security risks within the tourism industry:
- A Suspicious-looking people
 - B Clients who complain often
 - C Documents lying open on desks
 - D Passports lying on unmanned desks
- 1.3.3 The POPI Act is the ... Act.
- A Protection of Private Information
 - B Protection of Personal Information
 - C Protection of People's Information 
 - D Protection of Public Information
- 1.3.4 This covers the insured traveller against damages because of accidental bodily injuries to others and accidental loss or damage to property:
- A Hospital cover
 - B Permanent disability
 - C General liability
 - D Personal liability

1.3.5 ... is concerned with placing the policy holder in the same financial position after a damage/loss, as he/she was just before the event.

- A Indemnity
- B Subrogation
- C A claim 
- D A cession

1.3.6 Travel insurance excludes the following, except ...

- A dangerous activities.
- B terrorism.
- C drunk driving.
- D transport back home.

1.3.7 A certain amount of money paid by the insured to the insurer in exchange for a certain amount of insurance coverage in the event of loss or damage:

- A Premium
- B Premium waiver
- C Excess
- D Excess waiver

1.3.8 A predetermined sum of money that will be paid out to the assured at a given date:

- A Endowment policy
- B Investment 
- C Pension annuity
- D Life policy

1.3.9 Travel delay coverage offers reimbursement for extra expenses such as the following, except ...

- A meals at a restaurant.
- B overnight accommodation at a hotel.
- C a massage at the hotel spa.
- D money to buy necessities in case your baggage is delayed.

1.3.10 Reasons that businesses take out insurance include the following, except ...

- A unpredictable losses such as theft.
- B replacing company assets, should these no longer function.
- C making a profit when they claim. 
- D protecting their employees when they are injured at work.

(10 × 1)

(10)

[35]

QUESTION 2

2.1 Study the article below and the answer the questions.



Newsroom

Should you say 'Bon Voyage' to Traveller's Cheques?

Passport? Check. Plane tickets? Check. Traveller's cheques? Maybe not. With so many forms of forex available nowadays, traveller's cheques are no longer the preferred option they used to be. Although they're still a fairly safe choice – as you can replace them if they are lost or stolen – they may not be your best bet when it comes to cost and convenience. Here are a couple of reasons you may want to trade paper for plastic the next time you head abroad.



The cost factor

Traveller's cheques are issued at a cost, including commission fees and conversion charges. Therefore, it's worth doing your homework to get a good idea of what you can expect to pay. What's more, you're likely to receive a better exchange rate when using your credit or debit card, or a prepaid travel card like the MasterCard® World Currency Card™, than you would when using traveller's cheques.

The convenience factor

When using them to pay for goods and services, traveller's cheques are not as widely accepted as they used to be, which means you'll need to find an exchange bureau at which to cash your cheques and possibly have to take a backup like your credit card or debit card. As most bureaus and banks are only open during working hours, you'll also need to plan accordingly to avoid being stranded with no access to cash. Since ATMs and credit card machines are easily accessible in most countries, it's not surprising that an increasing number of travellers are opting to use a card to pay for their expenses.



Considered a prepaid travel card?

These days, you're not limited to a choice of traveller's cheques, credit cards or debit cards. You also have the option of a prepaid travel card like the MasterCard® World Currency Card™ from Bidvest Bank. You can load a set amount onto your travel card and use it to pay for your purchases or to withdraw money from ATMs. It's a convenient way of keeping your travel money separate from your main bank accounts, and it allows you to budget and keep track of your spending while travelling.

[Source: Adapted from <https://www.bidvestbank.co.za/news-room/news-view.aspx?i=79>]

- 2.1.1 Define a *traveller's cheque*. (2)
- 2.1.2 Explain how a traveller's cheque differs from a normal cheque and how it is used.  (4)
- 2.1.3 With reference to the article above, name FOUR disadvantages of using traveller's cheques for a traveller. (4)

- 2.1.4 Name and explain any THREE methods which travellers can use to spend their money abroad. 🚌 (3)
- 2.1.5 Travellers will forfeit the money if they don't spend all their traveller's cheques on their holiday. Do you agree with this statement? Answer 'yes' or 'no'. (1)
- 2.1.6 Motivate the answer you gave to QUESTION 2.1.5. (2)
- 2.1.7 Travellers these days prefer using bank cards.
List FOUR reasons that bank cards are preferred. (4)
- 2.2 State the type of mail service that is being described below.
- 2.2.1 The sender pays normal postage handling and delivery charges. He or she has options such as 'counter to counter'; 'counter to door'; 'door to counter' and 'door to door'. 🚌
- 2.2.2 The addressee receives an advice note to collect a postal article from the post office.
- 2.2.3 A mail delivery system in which letters and parcels travel over the surface of the earth (land or sea) (3 × 2) (6)
- 2.3 List SIX types of information that might be classified as confidential. (6)
- 2.4 Encode the following names into common abbreviations which are used in the tourism industry:
- 2.4.1 Document exchange 🚌
- 2.4.2 Billing and Settlement Plan South Africa
- 2.4.3 Electronic mail
- 2.4.4 Closed-circuit television (4 × 2) (8)
- [40]**

QUESTION 3

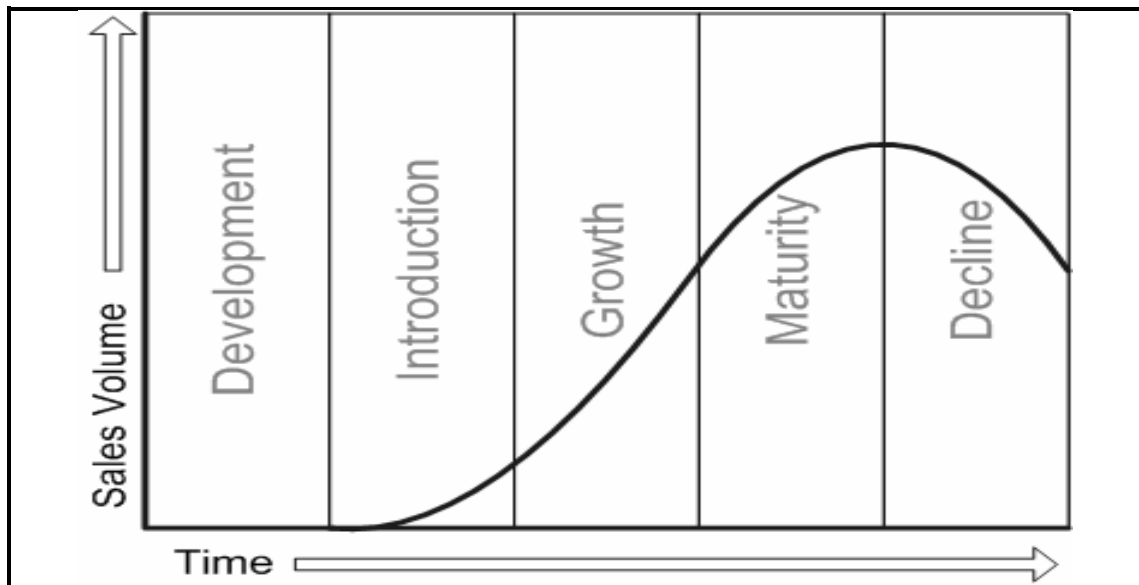
- 3.1 Give ONE example of a tourism document (documents) that can be sent ideally by each of the following mail services in South Africa:
- 3.1.1 Registered mail 
- 3.1.2 Email
- 3.1.3 Courier service (3 × 1) (3)
- 3.2 Kgomoitso Chabedi is the new intern at your office. She does not know that there is a remittance register as well as a mail register.

To assist her list a minimum of SEVEN items which are contained in those two forms. (7)
- 3.3 A tourism office requires a proper filing system.

Give and explain FIVE requirements for a good filing system that you should keep in mind when deciding on an appropriate system for the office. (5 × 2) (10)
- 3.4 List any FIVE examples of filing equipment which can be used in a travel office. (5)
- 3.5 State FIVE factors that will influence the choice of a duplicating process. (5)
- 3.6 Briefly define the billing and settlement plan (BSP) and give at least THREE advantages of the BSP for both airlines and agents. (5)
- [35]**
- TOTAL SECTION A: 110**

QUESTION 4

4.1 Study the graph below and answer the questions. 📊



4.1.1 What does the graph above depict? (2)

4.1.2 Explain the growth phase and the maturity phase depicted on the graph. Write TWO points about each. (4)

Advertising has THREE aims. 📊

4.1.3 What is the aim of advertising a product which is in the introduction phase? (2)

4.1.4 What is the aim of advertising a product which is in the decline phase? (2)

4.2 Give a brief definition of the following factors that would influence an individual to purchase a product or service:

4.2.1 Motivation

4.2.2 Personality 📊

4.2.3 Learning experience (3 × 2) (6)

4.3 In every country of the world, consumers are classified into different social classes. Below is a list of different social classes.

Provide ONE example of how people from these different classes would spend their holiday.

4.3.1 Upper class

4.3.2 Lower upper class

4.3.3 Middle class



4.3.4 Lower middle class

4.3.5 Lower class

(5 × 1) (5)

4.4 With reference to the evolution of marketing, state the era to which the following statements refer. Write only 'marketing era', 'sales era' or 'production era' next to the question number (4.4.1–4.4.6) in the ANSWER BOOK.

4.4.1 Marketers and managers realise that products should be produced that satisfies consumer needs.

4.4.2 Marketers realise that the organisation has too much stock and that consumers need to be told about these products.

4.4.3 Competition between products starts to increase; hence, aggressive selling methods are applied.

4.4.4 Management believe that the product would sell itself.

4.4.5 Customers are largely poor in this era and cannot afford to buy products.



4.4.6 Consumers will buy a product that satisfies their need and not necessarily because it is cheap.

(6 × 1) (6)

4.5 Use a clean page to draw and label the Maslow hierarchy of needs and give an example of each need.

(12)
[39]

QUESTION 5

5.1 Study the picture/cartoon below and answer the questions.



- 5.1.1 The client in this picture is not convinced that booking directly with a travel agent will give him the benefits that are available online. 
Give TWO benefits which the customer will receive when booking at the agency rather than online. (2 × 2) (4)
- 5.1.2 Many travellers prefer making their bookings online.
What are the FIVE advantages for consumers when making their reservations online?  (5)
- 5.1.3 Explain the term *personal selling*. (2)
- 5.1.4 You are the manager of the travel agent in the picture. You realise that your agent is not able to convince clients to book with the agency because she is lacking tourism product knowledge.
How would you advise her to increase her product knowledge? (4)
- 5.1.5 List FIVE ways in which the travel agent can organise herself to give the client her full attention. (5)
- 5.2 Spell the word 'online' using a phonetic alphabet.  (6)
- 5.3 Explain what a family life cycle is and list the FIVE stages of the cycle in the correct sequence. (5)

- 5.4 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–E) next to the question number (5.4.1–5.4.10) in the ANSWER BOOK.

COLUMN A		COLUMN B
5.4.1	The interaction among people, in which they share information via networks and virtual communities	A content communities B social media
5.4.2	One benefit is that it is quick and easy to share ideas, photos or videos	C collaborative projects D social networking sites
5.4.3	Websites and applications that enable users to create and share content in social networking	E blogs 🚗
5.4.4	Requires constant maintenance and can be time consuming	
5.4.5	Rarely any parental guidance and it can be used for illegal activities 🚗	
5.4.6	A discussion or information given in chronological order, starting with the most recent entry first	
5.4.7	The most well-known example is Facebook	
5.4.8	Users are vulnerable to security attacks, such as viruses, hacking and identity theft	
5.4.9	Research can be done into any topic and expert opinions and true facts are just a click away 🚗	
5.4.10	Anyone can modify the content, therefore it may not always be reliable	

(10 × 2)

(20)
[51]

TOTAL SECTION B: 90
GRAND TOTAL: 200