



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N4

4 June 2021

This marking guideline consists of 9 pages.

SECTION A**QUESTION 1**

- 1.1 1.1.1 Travellers cheques
 1.1.2 Inbound
 1.1.3 Docex
 1.1.4 concertina
 1.1.5 endowment policy
(5 × 1) (5)

- 1.2 1.2.1 Agency validator plate
 1.2.2 Carrier identification plate
 1.2.3 Credit card charge form
 1.2.4 Electronic miscellaneous documents
 1.2.5 Billing and settlement plan of Southern Africa
(5 × 1) (5)

- 1.3
- | IN-HOUSE TRAVEL AGENCY | CORPORATE TRAVEL AGENCY |
|---|--|
| <ul style="list-style-type: none"> Serves business-travel needs for only one company Located in the specific company it serves Main concern to get the clients of a specific company to the meeting at a specific time and place | <ul style="list-style-type: none"> Serves the needs of different business travellers Located close to big businesses and office parks Main concern to get the clients to the meeting at a specific time and place |
- (Any 2 + any 2) (4)

- 1.4
- Runs the office (tends to be the owner of the agency)
 - Deals with complaints
 - Handles the marketing/accounting in a small office
 - Appoints staff
 - Coaches employees
 - Ensures its products and services are fulfilling customer needs
 - Reviews the company's financial, budgetary and production goals on a consistent basis
 - Creates a conducive working environment for all
 - Trains new staff
- (Any 5 × 1) (5)

- 1.5 1.5.1 Open-plan office layout (2)
- 1.5.2 Any floor plan that uses one large room divided into smaller work stations but without fixed partitions between it (2)
- 1.5.3
 - Exceedingly high noise level
 - Less productive (socialising)
 - No privacy with clients
 - Easily distracted staff(Any 3 × 1) (3)

- 1.6 Determine whether there is a demand for the product in that specific area by using a questionnaire or observation like traffic counts and independent surveys. A travel office should be located where its products are needed especially if customers comes to you.

(4)
[30]

QUESTION 2

- 2.1 2.1.1 True
 2.1.2 False
 2.1.3 True
 2.1.4 False
 2.1.5 False

(5 × 1) (5)

- 2.2 • Fare details
 • Tax details
 • Booking reference number
 • Ticket number
 • Class of travel
 • Date of issue
 • IATA number
 • Issuing agent
 • Flight details
 • Passenger details
 • Summary of fare restrictions (refunds and charges)
 • Airline's terms and conditions

(Any 7 × 1) (7)

- 2.3 • The date on which the ticket is sold, is set on the validator.
 • The carrier identification plate of the airline is placed in the validator machine.
 • The agent validator plate with the correct information must be on the machine.
 • The ticket is placed over the plates.
 • The validator machine is swiped and the details are imprinted on the ticket.

(5 × 2) (10)

- 2.4 • Booking confirmation
 • Proof of payment
 • Travel quote
 • Itinerary
 • Electronic marketing material like flyers, brochures, etc.

(Any 3 × 1) (3)

2.5 **Advantages:**

- Info on hard copy will be saved electronically.
- Accessible to more people these days due to smartphones. (Any ONE)

Disadvantages:

- The quality of some scanned documents is sometimes not good.
- A scanned document cannot be edited. (Any ONE) (2)

2.6

2.6.1

- Names/ID numbers/Passport numbers
- Sex and ethnic origin
- Contact details and addresses
- Bank details (account numbers)
- Credit card information
- Bank loans

(Do not give marks for generic information the bank would not normally have such as religion, political affiliation, criminal record.)

(Any 5 × 1) (5)

2.6.2

- The POPI Act has been signed into law to ensure that businesses use consumers' personal information in a responsible manner.
- The act requires the bank to use personal information in a responsible manner when collecting, processing, storing and sharing it.
- The act will hold the bank accountable should it compromises clients' personal information in any way.
- The bank may be penalised with a hefty fine and directors may serve jail time for contravening the act. (Any 3 × 1) (3)

2.6.3

- When the law compels it to: Banks sometimes have to give evidence about a customer's affairs in court.
- When reporting suspicious transactions to the police
- When it has a public duty to disclose: This applies when there is a danger to the state or when the wider public needs protection against crime.
- When a bank needs to balance the public interest with respecting a customer's right to privacy when it considers providing information about that person to a third party.
- When a bank must disclose information to protect its interests: This applies when a bank takes legal action against a customer (such as to recover a debt) or defends an action from a customer and needs to provide information about the customer's affairs.
- When a customer agrees: A bank can disclose customer information if the customer agrees. A bank must ensure the information is correct and within the scope of the customer's consent. A customer may, for example, agree to the bank's disclosure of information about one account only. If the bank releases information about other accounts, it has breached its duty of confidence. (Any 2 × 3) (6)

- 2.6.4
- Cash deposit fees
 - Cash withdrawal fees
 - Debit orders
 - Money transfers
 - Service fees
 - Chequebook fees

(Any 4 × 1) (4)
[45]

QUESTION 3

3.1

REMITTANCE REGISTER					
DATE FILED	RECEIVED FROM	TYPE OF PAYMENT	AMOUNT	HANDED TO	RECEIPT NUMBER
Exam date✓	George Campbell✓	EFT✓	✓R17 015,00	John Phillips ✓	2058✓
Exam date✓	ABSA✓	Travel wallet/Bank card✓	✓R40 500,00	John Phillips✓	2060✓

MAIL REGISTER				
DATE FILED	NUMBER	CORRESPONDENT	CONTENTS	HANDED TO
Exam date✓	04✓	German Consulate✓	Visas✓	John Michaels✓
Exam date✓	05✓	Mrs Sue Malan✓	Quote✓	Nelisiwe Mashaba✓

(21)

- 3.2
- Decreased productivity
 - Time lost
 - Confusion
 - Disorganisation
 - Frustrated staff resulting in difficulty handling customers
 - Unhappy customers

(6 × 1) (6)

3.3 Uberrima fides (good faith)

- Both the insurer and insured must enter into the contract with absolute honesty.✓✓
- All information that may influence the contract must be disclosed and should certain important information not be disclosed, the contract will be declared void.✓✓

Insurable interest

The insured must prove that he/she derived a financial benefit from the continued existence of the thing he/she insured✓✓ and that he/she stands to lose financially if it is destroyed.✓✓

(4 + 4)

(8)

[35]**TOTAL SECTION A: 110****SECTION B****QUESTION 4**

- | | | |
|-----|--------|---|
| 4.1 | 4.1.1 | A |
| | 4.1.2 | C |
| | 4.1.3 | A |
| | 4.1.4 | A |
| | 4.1.5 | D |
| | 4.1.6 | C |
| | 4.1.7 | C |
| | 4.1.8 | B |
| | 4.1.9 | B |
| | 4.1.10 | C |

(10 × 1) (10)

- | | | |
|-----|-------|---|
| 4.2 | 4.2.1 | Social media are websites and applications (for cellphones) that enable users to create and share content or to participate in social networking. |
|-----|-------|---|

OR

Social media is the interaction among people in which they share information via networks and virtual communities.

(2)

- | | |
|-------|-------------------------------------|
| 4.2.2 | Blogs✓ and social-networking sites✓ |
|-------|-------------------------------------|

(2)

- | | |
|-------|---|
| 4.2.3 | <ul style="list-style-type: none"> • Twitter • Facebook • LinkedIn |
|-------|---|

(3)

- 4.2.4
- Twitter: The travel company can tweet or broadcast what is happening to millions of customers as it is happening.
 - Facebook: The travel company can start a Facebook page with its name and give special offers to the general public.
 - LinkedIn: The travel company can motivate clients to give their business a recommendation on the company's LinkedIn page.
- (Any 2 × 2) (4)
- 4.3
- 4.3.1
- The focus was on producing goods.
 - Marketers thought customers would buy products just because it is available.
 - The aim was to produce as many products as possible.
 - They did not care whether the customers needed the products.
 - Management was focused on production problems.
 - Management believed that products would sell itself.
 - Customers were largely poor in this era.
 - Stock began to pile up and marketers were not able to sell it all.
- (Any TWO)
- 4.3.2
- Marketers realised that products could not sell itself.
 - They needed to make special efforts to promote and sell products.
 - Competition between products increased.
 - Advertising was then introduced.
 - They realised that consumers must be told about products.
 - Used aggressive selling methods.
 - Sold products in person (door to door).
 - The more you sell, the more profit you make.
- (Any TWO)
(2 × 4) (8)
- 4.4
- Bravo
 - Romeo
 - Alfa
 - November
 - Delta
- (5)
- 4.5
- Open the website.
 - Choose the city of departure and the date and then choose the city of arrival and the date.
 - Choose the number of passengers.
 - Select the flight and class.
 - Fill in traveller and payment details.
- (5)

- 4.6
- Bookings can be made anytime 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.
 - Easy to check availability and compare prices.
 - Most online services offer an online consultant to assist when needed.
 - It saves costs as no middlemen has to be paid.
 - Human errors are eliminated unless the consumer himself/herself made a typing error.
 - Online bookings consistently deliver a better price as principals always make it cheaper to book online than all other options.

(Any 6 × 1)

(6)

[45]**QUESTION 5**

- 5.1
- | | |
|-------|---|
| 5.1.1 | D |
| 5.1.2 | B |
| 5.1.3 | C |
| 5.1.4 | A |
| 5.1.5 | E |

(5 × 1)

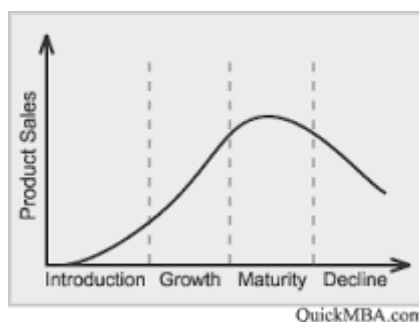
(5)

- 5.2
- | | |
|-------|---------------|
| 5.2.1 | Maturity |
| 5.2.2 | Sole survivor |
| 5.2.3 | Post-parental |
| 5.2.4 | Newly wed |
| 5.2.5 | Family growth |

(5 × 2)

(10)

5.3



- Introduction: Once a product has been developed, the first stage is the introduction stage where the product is released into the market.
- Growth: During the growth stage, consumers are already taking to the product and increasingly buying it.
- Maturity: When a product reaches maturity, its sales tend to slow or even stop.
- Decline: In the decline stage, product sales drop significantly and consumer behaviour changes as there is less demand for the product.

(1 for each stage correctly labelled + 1 for each stage correctly explained +
2 marks for correct drawing)

(10)

- 5.4 Perception is a process whereby the individual selects, organises and integrates stimuli into a meaningful overall picture, while attitude is the tendency to act in a favourable or unfavourable manner both which determine and reflect his/her reaction to environmental influences. (2 + 2) (4)
- 5.5 Over-the-top customer service is exceeding customers' expectations through service rendered by the consultant to them. (2)
- 5.6 5.6.1
- Read travel brochures and magazines.
 - Browse websites of tourism suppliers (use the internet).
 - Read newspapers daily.
 - Own the recent GSA.
 - Watch travel channels.
 - Visit some destinations.
 - Talk to fellow agents.
 - Attend tourism events (exhibitions/conferences/seminars, etc.). (4)
- 5.6.2
- Stop reading or talking to your colleague.
 - Introduce yourself and show the client where to sit.
 - Listen to the needs of the client.
 - Ask relevant 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 do not forget it later.
 - If the phone rings, answer, transfer the call and apologise. (Any 5 × 1) (5)
- 5.6.3
- Answer the phone properly (it should not ring more than three times).
 - Greet the caller with a warm welcome.
 - Identify yourself and the company.
 - The same professionalism must be exhibited over the phone as in person.
 - Provide relevant information.
 - Sell the product over the phone by painting a picture in words.
 - Try to get some form of commitment from the caller.
 - Do not put the caller on hold for too long.
 - If you need to put the caller through to a colleague, ensure that the person is available before you do the transfer.
 - Have a pad of paper and pencil ready when you answer.
 - Be prepared to be an active listener and take notes.
 - Write down the caller's name so you can use it during the call.
 - Remember, people love to hear their names.
 - Let the person know you are taking notes as this will signal to him/her not to speak too fast.
 - Do not answer the phone and try to speak with food in your mouth. (Any 5 × 1) (5)

[45]

TOTAL SECTION B: 90
GRAND TOTAL: 200