



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
TRAVEL OFFICE PROCEDURES N4

(4021154)

4 June 2021 (X-paper)
09:00–12:00

This question paper consists of 11 pages and 1 ANSWER SHEET.

225Q1J2104

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. Start each section on a new page.
 5. Use only a black or blue pen.
 6. Write neatly and legibly.
-

SECTION A

QUESTION 1

- 1.1 Choose the correct term from those in brackets. Write only the answer next to the question number (1.1.1–1.1.5) in the ANSWER BOOK.
- 1.1.1 (A cash passport/Travellers cheques) can be used to buy things costing less than the value of the cheque and change will be given in the local currency. 
- 1.1.2 (Inbound/Outbound) tour-operator companies provide local assistance for tourists arriving in their country or town.
- 1.1.3 (Docex/Speed Mail) provides an overnight mailing facility between subscribing members in the tourism industry.
- 1.1.4 A (spike/concertina) is a temporary storage of documents that has pleated sides which allow for the expansion of the folder.
- 1.1.5 An/A (endowment policy/pension annuity) is a predetermined sum of money that will be paid out to the insured on a given date. (5 × 1) (5)
- 1.2 What does each of the following abbreviations/acronyms stand for?
- 1.2.1 AVP
- 1.2.2 CIP 
- 1.2.3 CCCF
- 1.2.4 EMD
- 1.2.5 BSPZA (5 × 1) (5)
- 1.3 Tabulate TWO differences between an *in-house travel agency* and a *corporate travel agency*.  (2 + 2) (4)
- 1.4 Explain FIVE basic functions of the manager in a retail travel agency. (5)

1.5



- 1.5.1 Which type of office layout is depicted in the picture? (2)
- 1.5.2 Explain the layout depicted in the picture.  (2)
- 1.5.3 Give THREE disadvantages of this type of office layout. (3)
- 1.6 How does the demand for travel products influence the choice of the location of a travel business? (4)
- [30]**

QUESTION 2

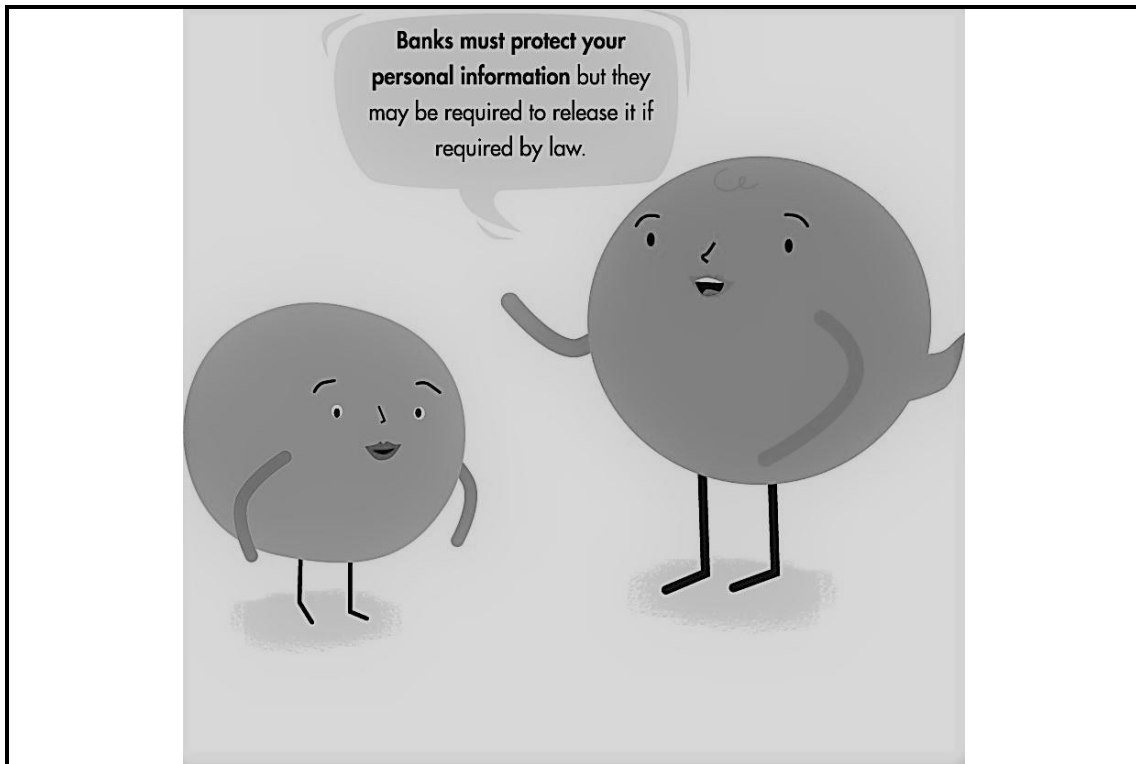
2.1 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (2.1.1–2.1.5) in the ANSWER BOOK.

- 2.1.1 A GDS also provides access to railway and bus reservations.
- 2.1.2 As a security procedure, employees should avoid using email to transmit certain sensitive and controversial information unless they are sending this information to their immediate supervisor.
- 2.1.3 The amount on a traveller's cheque is already printed on it contrary to a normal cheque which is handwritten. 
- 2.1.4 Artificial ventilation refers to light supplied by electricity which has a switch to activate light.
- 2.1.5 A cubicle office layout has passages with rows of offices on either side and each employee will have his/her own office.

(5 × 1) (5)

- 2.2 Briefly list SEVEN pieces of information on an e-ticket. (7)
- 2.3 Explain the process of ticket validation on airlines.  (5 × 2) (10)
- 2.4 Give THREE examples of documents that can be sent via email in a travel agency. (3)
- 2.5 Give ONE advantage and ONE disadvantage of a scanner. (2)

2.6

[Source: <https://bankomb.org.nz/guides-and-cases>]

- 2.6.1 Give FIVE examples of personal information that a bank must protect, excluding generic information. (5)
- 2.6.2 Briefly explain the POPI Act and state TWO implications of the act for a bank.  (3)
- 2.6.3 Explain THREE situations in which a bank can lawfully disclose confidential information. (3 × 2) (6)
- 2.6.4 Name FOUR service/bank charges on a cheque account. (4)

[45]

QUESTION 3

- 3.1 As a mail clerk at Let's Go Travel you are responsible for distributing mail in the office. On your desk is today's mail. 

Complete the mail register and the remittance register on the ANSWER SHEET (attached) by using the information given below. The following staff members work with you at Let's Go Travel: John Michaels (senior consultant); Sipho Khumalo (junior consultant); Nelisiwe Mashaba (accountant); John Phillips (manager). Detach the ANSWER SHEET and attach it to the next clean page in the ANSWER BOOK.

- Received visas for Mr and Mrs Smith for their holiday to Germany. The sender is the German Consulate. This was the fourth piece of mail opened today.
- Received an electronic funds transfer proof of payment from Mr George Campbell to the value of seventeen thousand and fifteen rand as a payment of his SAA flight to Johannesburg. Receipt number 2058 was issued.
- Received a letter requesting a three-day tour quotation for a tour to East London in SA from Mrs Sue Malan. 
- You received a travel wallet loaded with forty thousand five hundred rand from ABSA for Lorrain Shai to spend on her next cruise trip. The receipt number issued was 2060. (21)

- 3.2 Which problems can occur as a result of incorrect cross-referencing? (6)

- 3.3 Explain the terms *uberrima fides* and *insurable interest* and give ONE scenario where each is applicable. (4 + 4) (8)

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

SECTION B**QUESTION 4**

4.1 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (4.1.1–4.1.10) in the ANSWER BOOK.

4.1.1 Which ONE of the following is an example of a salesperson empathising with a customer's objection?

- A 'I understand how you feel.'
- B 'Everyone is buying this item.'
- C 'You think the price is too high.'
- D 'This is the best deal in town.'



4.1.2 Which ONE of the following is an example of a product in the travel and tourism industry?

- A A brochure explaining cruise options
- B An inquiry about flight schedules
- C A fly-drive vacation package
- D A confirmation letter to a customer

4.1.3 In the travel and tourism industry, customers' perceptions of value and worth are often associated with ...

- A price.
- B place.
- C profit.
- D promotion.



4.1.4 A salesperson should answer a customer's questions and fully explain the benefits of products so that the customer will ...

- A feel good about the buying decision.
- B be left in a state of indecision.
- C think about deciding.
- D make a quick decision.

4.1.5 Why it is good practice to paraphrase what an inbound client tells you?



- A To gather a limited amount of information
- B To see if the client has been listening to you
- C To select appropriate information from the client
- D To demonstrate to the client that you have been listening

4.1.6 A customer telephones you to amend a booking.

Why would you place the customer on hold?

- A To allow you time to retrieve the customer's file
- B To allow the customer to hear information about your company
- C To allow the customer time to prepare the details of the request
- D To allow you time to prepare information about travel alternatives



4.1.7 The order of Maslow's hierarchy of needs from bottom to top:

- A Self-actualisation, safety, physiological, social and self-esteem
- B Physiological, safety, self-esteem, social and self-actualisation
- C Physiological, safety, social, self-esteem and self-actualisation
- D Physiological, social, safety, self-esteem and self-actualisation

4.1.8 Takes place when a tour package is being put together:

- A Consumption
- B Production
- C Marketing
- D Advertising



4.1.9 Managers and professionals who use upmarket timeshares and guesthouses:

- A Upper class
- B Middle class
- C Lower middle class
- D Lower class

4.1.10 Any amount remaining after all essential expenses have been paid:

- A Economic
- B Income
- C Disposable income
- D Budget



(10 × 1) (10)

4.2

SOCIAL MARKETING ERA

This era was a game changer for the marketing field. Through the internet and social media, businesses could easily reach out and stay in contact with their clients. Communication and social media are key ideas of this era. The social marketing era is characterised by social connections with clients through various social media platforms. Blogs, advertisements and other ways of reaching out to people became popular. By 2012, Twitter, Facebook, LinkedIn and company blogs were the reigning forms of networking and communication.

The simple trade, production, sales, relationship, social media and other related eras are the building blocks of the concept of marketing. Each of these eras contributed to how marketing in the present day is perceived. The concept of marketing will continue to evolve for future marketing leaders to interpret and understand.

[Adapted from: <http://www.trianglemarketingclub.com/the-evolution-of-marketing/>]

- 4.2.1 Explain the term *social media*.  (2)
- 4.2.2 Name TWO types of social media discussed in the article. (2)
- 4.2.3 List THREE social-networking sites listed in the article. (3)
- 4.2.4 Choose TWO social-media social networking sites listed in QUESTION 4.2.3 and explain how a tourism company can use it to its benefit?  (2 × 2) (4)
- 4.3 Discuss each of the following eras of the marketing evolution:
- 4.3.1 Production era
- 4.3.2 Sales era (2 × 4) (8)
- 4.4 Write the word *brand* in the phonetic alphabet used in the tourism industry. (5)
- 4.5 List, in the correct sequence, the procedure to follow when making an online booking for flights.  (5)
- 4.6 Give SIX advantages of making online bookings for the consumer. (6)

[45]

QUESTION 5

- 5.1 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–E) next to the question number (5.1.1–5.1.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
5.1.1	People who move towards other people	A	extraverted character
5.1.2	People who move against other people	B	aggressive personality
5.1.3	People who move away from other people	C	detached personality
5.1.4	Usually open to and motivated by the outside world of people	D	compliant personality
5.1.5	Motivated internally, the mind is sometimes so active it is closed to the outside world	E	introverted character

(5 × 1)

(5)

- 5.2 Which of the family life cycle phases are described by each of the following explanations? Write only the name of the phase next to the question number (5.2.1–5.2.5) in the ANSWER BOOK.

- 5.2.1 Children are asked for their opinion when booking a holiday.
- 5.2.2 Money is spent on security and medical products.
- 5.2.3 A lot of travelling occurs because less money is spent on the household.
- 5.2.4 Can afford to buy lasting and expensive products, even luxuries.
- 5.2.5 Changes in holiday arrangements to suit the needs of the whole family.



(5 × 2)

(10)

- 5.3 Draw the product life cycle and explain each stage.

(10)

- 5.4 Differentiate between *perception* and *attitude* as factors that influence consumer behaviour. (2 + 2) (4)



5.5



Explain the term *over-the-top customer service*.

(2)

- 5.6 You are the owner of ABC Travel and you are training new staff on how they should demonstrate good sales skills.



5.6.1 How should staff obtain product knowledge?

(4)

5.6.2 What should staff do when a customer walks into the agency?

(5)

5.6.3 Which FIVE tips should a consultant keep in mind when making sales over the telephone?



(5)

[45]

TOTAL SECTION B: 90
GRAND TOTAL: 200

ANSWER SHEET

EXAMINATION NUMBER:

--	--	--	--	--	--	--	--	--	--	--	--	--	--

REMITTANCE REGISTER					
DATE FILED	RECEIVED FROM	TYPE OF PAYMENT	AMOUNT	HANDED TO	RECEIPT NUMBER

MAIL REGISTER				
DATE FILED	NUMBER	CORRESPONDENT	CONTENTS	HANDED TO