



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1560(E)(N23)H

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N4

(4021154)

23 November 2018 (X-Paper)

09:00–12:00

CLOSED-BOOK EXAMINATION

This question paper consists of 13 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 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

- 1.1.1 A corporate travel agency is located in one specific company.
- 1.1.2 Outbound tour operators receive foreign travellers.
- 1.1.3 Travel consultants are responsible for functions in the travel office.
- 1.1.4 The junior and the intermediate consultant are responsible for domestic bookings.
- 1.1.5 The cubicle office layout is the ideal setup for a retail travel agency.
- 1.1.6 Using various colours in the office environment brings with it visual and mental stimulation and can have an energising effect on staff.
- 1.1.7 Spike files can store multiple documents hanging on the wall, partitions or even a filing cabinet.
- 1.1.8 Burglar proofing methods include panic buttons, an alarm system, CCTV cameras, security cards, etc.
- 1.1.9 With a fixed deposit account, you will earn a lower fixed interest rate if interest rates increase after you have deposited your money.
- 1.1.10 It is important to cross-reference files when you doubt where to file the documents.

(10 × 1) (10)

- 1.2 Study the pictures of duplicating equipment to be used in a travel office in FIGURE 1 below and answer the questions.



FIGURE 1

- 1.2.1 Name FOUR functions of the equipment in FIGURE 1 above. (4)
- 1.2.2 Give TWO advantages of using the equipment in FIGURE 1. (2)
- 1.2.3 Give TWO disadvantages of using the equipment in FIGURE 1. (2)
- 1.2.4 Define *copying of documents*. (2)

- 1.3 Choose a description from COLUMN B that matches a word or an item in COLUMN A. Write only the letter (A–J) next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

COLUMN A		COLUMN B
1.3.1	Insurance premium	A the money that the insured saves during his or her income years
1.3.2	Travel insurance	B claim will come into effect if the reason for cancelling an onward journey is not the fault of the individual
1.3.3	Excess waiver	C travellers will automatically receive this insurance when they pay for their tickets using a credit card
1.3.4	Life insurance	D insurance that will cover the insured if another party sues him/her or the business
1.3.5	Curtailment	E it is taken out to protect the family or financial dependants of a person when he/she dies
1.3.6	Liability insurance	F the insured was already receiving medical treatment for an illness during the six months prior to the travel period
1.3.7	Pre-existing medical condition	G the payment of an additional premium to avoid payment of any excess when claiming
1.3.8	Insured	H an event that may occur suddenly and unexpected during the period of travel
1.3.9	Pension annuity	I the money paid by the insured on a monthly, quarterly or yearly basis to the central fund from which claims will be paid
1.3.10	Accident	J the party that pays the insurance premiums and to whom the insurance company covers the losses incurred

(10 × 1)

(10)

- 1.4 Explain the principle of *uberrima fides* (good faith) and provide an example. (4)
- 1.5 Explain the principle of *insurable interest* and provide an example. (4)
- 1.6 Read the information below and answer the questions.

South African Tourism may provide users' information to their agents. If South African Tourism has contracted a third party to provide some of the information or services that a user has requested, agents may collect information from users on behalf of South African Tourism. By written agreement, these agents are required to implement security measures similar to those of South African Tourism and will process user information only as authorised by South African Tourism to fulfil the service that they have been contracted to provide.

Information provided by users at this site will not be transferred to unrelated third parties unless South African Tourism has the user's permission to do so. Personal information provided at this site is subject to disclosure pursuant to judicial or other government subpoenas, warrants or orders.

South African Tourism has implemented reasonable security measures to protect both personal and non-personal information from loss, misuse and unauthorised access, disclosure, alteration or destruction. South African Tourism employees are made aware of and are accountable for compliance with our privacy policy.

South African Tourism may amend this policy from time to time. Users will be notified of changes in the way personal information is used by a prominent announcement on our website.

Source: <http://country.southafrica.net/country/us/en/content/page/en-us-privacy-policy>

- 1.6.1 Provide a suitable heading for the information above. (2)
- 1.6.2 According to the case study, agents collect certain information which they are not allowed to disclose to a third party.

Give FOUR types of personal information which can be collected by agents. (4)
- 1.6.3 What is the name of the act which ensures that all South African institutions use personal information in a responsible manner? (2)
- 1.6.4. What can happen to South African Tourism if they are found to be in breach of confidentiality? (4)

[50]

QUESTION 2

2.1 Study the picture below and answer the questions.



Source: www.cartoonstock.com

2.1.1 Name TWO methods of conducting electronic banking. (2)

2.1.2 Name FIVE service transactions that can be performed while banking on the internet. (5)

2.1.3 Name FOUR details that will be required for credit card payment when shopping online. (4)

2.2 Choose ONE of the following and answer the questions:

Cash passport (travel money card) OR traveller's cheques

2.2.1 Define the subject of your choice. (2)

2.2.2 Name the functions of the subject of your choice. (3)

2.2.3 Explain the procedure for refund of the subject of your choice. (2)

2.3 Differentiate between a *Mail Register* and a *Remittance Register*. (2)

2.4 Name and describe SIX factors that need to be considered when choosing a suitable location for a travel office. (12)

[32]

QUESTION 3

Study Receipt A and Receipt B below and answer the questions.

RECEIPT A

EMD-057- 0070509261		EMD PASSENGER RECEIPT		1A ELECTRONIC MISCELLANEOUS DOCUMENT	
TRAVEL AGENCY A CTS SPAIN THOMAS/ THOM MR BAGGAGE		03FEB12 ES 78299992 7906 0001 /AASU PNR Z0TJCN/1A		NOT VALID FOR TRAVEL	
CPN 1 99Y BAG- EXCESS PC ALLOWANCE OPERATING CC: 6X PRESENT TO: 6X PRESENT AT: CDG ORIGIN:CDG DEST:MAD ICW: 0075514464188C1 EXCESS BAGGAGE: 3 PC RATE PER UNIT: USD 40.00 RMKS: THIS IS A REMARK AT COUPON LEVEL					
NR12DG56EA					
FARE VALID FOR 6X ONLY					
USD	120.00	EUR	120.00	VIXXXXXXXXXXXXXX1111/M	2587 CASH
EUR	5.00	YQ	EUR	10.00 YR	EUR 20.00YS
EXCH/ 0071816790064 ORIG ISS/ 007181050962 MAD03FEB1278299992					
EUR	155.00	FOID- PP87654321			
WHERE THIS DOCUMENT IS ISSUED FOR TRANSPORTATION, OR SERVICES OTHER THAN PASSENGER AIR TRANSPORTATION, SPECIFIC TERMS AND CONDITIONS MAY APPLY. THESE TERMS AND CONDITIONS MAY BE PROVIDED SEPARATELY OR MAY BE OBTAINED FROM THE ISSUING COMPANY OR AGENT.					

Source: <http://www.amadeusproductsblog.co.uk>

RECEIPT B

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				
Ticket is non-endorsable, non-refundable Changes allowed, subject to availability, no later than 2 hours before departure. Please read carefully all fare restrictions. Have a pleasant flight!					
Paid by Credit Card XXXX-XXXX-XXXX-1234					

- 3.1 Identify the TWO standard traffic documents (Receipt A and Receipt B) above. (4)
- 3.2 Explain the functions of each of the receipts given above. (4)
- 3.3 Describe the details contained in Receipt A in such a way that your clients seeing this type of document for the first time will understand why this receipt has been issued and when they can use it. (4)
- 3.4 Identify the following information which is contained in Receipt B:
- 3.4.1 Booking Reference Number
 - 3.4.2 Passenger details
 - 3.4.3 Form of payment used
 - 3.4.4 Airline's terms and conditions
 - 3.4.5 Total fare, including taxes
- (5 × 1) (5)
- 3.5 Because of e-ticketing the validation of air tickets is no longer done by most travel agencies. However, some agencies still validate air tickets.

Study the validation equipment in FIGURE 2 below and answer the questions.



FIGURE 2

- 3.5.1 The equipment in FIGURE 2 above will be issued to the travel agency by the airline to validate tickets.
- What is the name of this equipment? (2)
- 3.5.2 Each piece of validation equipment issued by the airline will contain two types of identification.
- Name the TWO types of identification and identify each on the equipment above. (4)

- 3.6 3.6.1 Define a Billing and Settlement Plan (BSP). (2)
- 3.6.2 Give THREE advantages of a BSP for airlines and agents. (3)
- [28]**

TOTAL SECTION A: 110

SECTION B

QUESTION 4

- 4.1 Give ONE term for each of the following descriptions by choosing a term from the list below. Write only the term next to the question number (4.1.1–4.1.10) in the ANSWER BOOK.

consumption; reference groups; self-actualisation; self-esteem;
perception; disposable income; consumer orientation; motivation;
target market; culture; attitude

- 4.1.1 Any money left after all the essential expenses have been paid
- 4.1.2 Shared ideas, values, customs, attitudes and behaviours that are accepted by a group of people
- 4.1.3 A tendency to act in a favourable or unfavourable manner regarding a product, service or object
- 4.1.4 A driving force within an individual, which impels him or her to act to attain a certain objective
- 4.1.5 Social groups, work groups or friends with whom someone identifies
- 4.1.6 A specific group of customers towards whom a business has decided to aim its marketing efforts to achieve the goals set out in the marketing strategy
- 4.1.7 Takes place when the goods or services that were produced are being used, for example, a tourist going on a tour that was put together
- 4.1.8 The company focuses on the needs of the customer and how to fulfil those needs
- 4.1.9 Pursue inner talent, creativity and fulfilment
- 4.1.10 Respected by others; confidence and achievement
- (10 × 1) (10)

4.2 Define the following marketing concepts:

4.2.1 Marketing mix

4.2.2 Target market

4.2.3 Marketing strategy

4.2.4 Marketing research

4.2.5 Product

(5 × 2) (10)

4.3 Discuss the evolution of marketing by referring to the following eras:

4.3.1 Production era

4.3.2 Sales era

(2 × 2) (4)

4.4 Learning ability refers to the process by which customers change their buying behaviour after they have gained knowledge about products and experienced using them.

Compare the needs of an *experienced traveller* to the needs of a *first-time traveller*.

(4 × 2) (8)

4.5 Give the SIX questions that must be answered during the development of a marketing strategy.

(6)

4.6 Decent Travel (PTY) Ltd is a coach operator in South Africa. The company is about to launch their services for the first time in two months from today. They will begin by operating on only three routes linking Johannesburg, Durban and East London. From only R1 870,00 per person. The first 400 people to purchase tickets online will get 40% discounts. Bookings can be made through their website at www.decenttravelreservations.co.za or by calling the reservations office at 0860 555 1555.

Design an advertisement to be placed in the Getaway magazine and ensure that your advert includes the FOUR Ps of the marketing mix.

(12)
[50]

QUESTION 5

5.1 5.1.1 Identify the social medium in the image below:



(1)

5.1.2 Under which type of social media does the image in QUESTION 5.1.1 fall? (1)

5.1.3 How can a tourism company use the social media in QUESTION 5.1.1? (2)

5.2 5.2.1 Identify the social media in the image below:



(1)

5.2.2 Under which type of social media does the image in QUESTION 5.2.1 fall? (1)

5.2.3 Give ONE disadvantage of the social media in QUESTION 5.2.1. (2)

5.3 5.3.1 Identify the social media in the image below:



(1)

5.3.2 Under which type of social media does the image in QUESTION 5.3.1 fall? (1)

5.3.3 Give ONE advantage of the social media in QUESTION 5.3.1 (2)

5.4 5.4.1 Identify the social media in the image below:



(1)

5.4.2 Under which type of social media does the image in QUESTION 5.4.1 fall? (1)

5.4.3 How can a tourism company use the social media in QUESTION 5.4.1? (2)

5.5 Name FOUR basic rules that a travel consultant should follow when making sales over the telephone. (4)

5.6 Study the steps of the selling process in FIGURE 3 below and answer the questions.

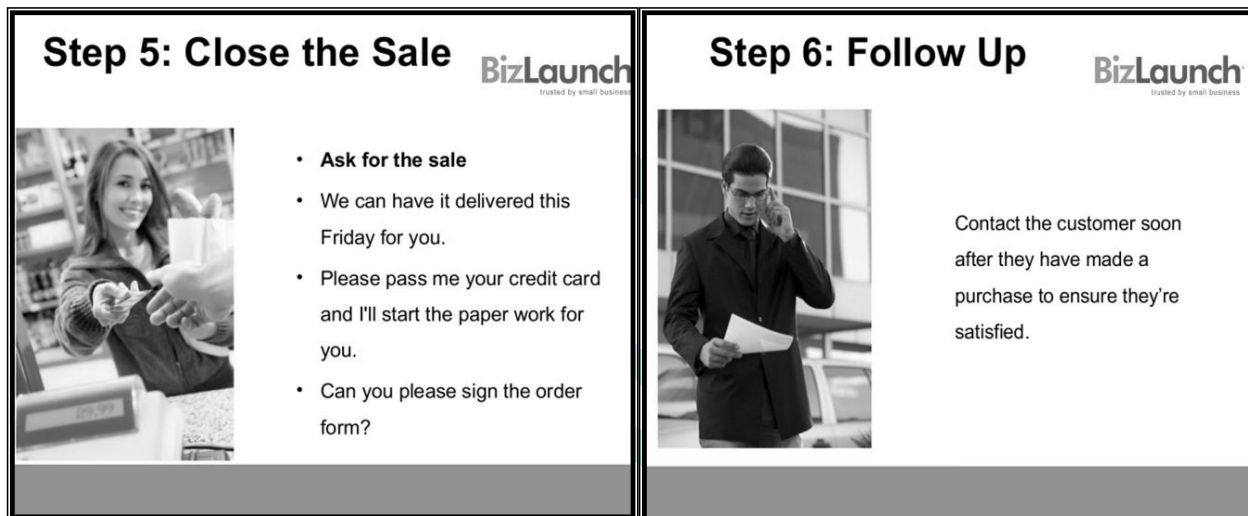


FIGURE 3

- 5.6.1 List the first THREE steps of the selling process in the correct sequence. (3)
- 5.6.2 Are the steps given on the images above in the correct sequence? (1)
- 5.6.3 Name and discuss the fourth step of the SELLING PROCESS. (2)
- 5.6.4 Explain how sales could be followed up. (6)
- 5.7 Explain TWO advantages of online bookings for a tourism company. (4)
- 5.8 Provide the phonetic alphabet words for the word SALE. (4)
- [40]

TOTAL SECTION B: 90
GRAND TOTAL: 200