



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N4

(4021154)

**15 October 2020 (X-paper)
09:00–12:00**

This question paper consists of 12 pages and 1 addendum.

260Q1B2015

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 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 (1.1–1.10) in the ANSWER BOOK.

1.1.1 Which ONE of the following is an example of processing a transaction with a debit card? 

- A Jayden paid for the airline ticket using a store-issued card given to him by his grandfather.
- B Thomas provided a voucher number to the online travel agency so he could obtain his airline tickets now and receive his bill for the tickets later.
- C After Lethabo finished her meal at an upscale restaurant, she presented a card that provided her with a special discount off her bill.
- D When Naomi purchased her take-away meal, she presented a card that automatically withdrew funds from her business' checking account.

1.1.2 Insurance is a key element in lifelong financial planning that ...

- A provides protection against financial losses
- B guarantees a solid financial future
- C protects a person from unethical salespeople
- D is available only to property owners



1.1.3 This will cover travellers when they use transport that is legally licenced to carry passengers and are fare-paying passengers.

- A Common carrier cover
- B 24-hour cover
- C Liability insurance
- D Hospital Cover



1.1.4 Mr. Edwards saved some confidential customer information from his employer's computer network onto a flash drive, so that he could work on a project from a different location. Without realizing it, Mr. Edwards dropped the flash drive in a parking lot on his way to a meeting. This situation is an example of a risk related to

- A employee privacy
- B information security
- C patent protection
- D data entry



1.1.5 These are TWO computer reservation systems commonly used in the tourism industry.

- A Galileo and Sabre
- B Galileo and Satellite
- C Amadeus and Origin
- D Amadeus and Traveltek



1.1.6 Which types of travel agencies are located close to big businesses or inside office parks?

- A Leisure travel agencies
- B Corporate travel agencies
- C In-house travel agencies
- D Outbound travel agencies

1.1.7 This mail service is significantly cheaper than other forms mail services.

- A Courier Service
- B Priority mail
- C Surface mail
- D Speed mail



1.1.8 This system is designed to help locate documents or records that could be filed in two or more places.

- A Alpha-numeric order
- B Instruction to file
- C Classification
- D Cross referencing



1.1.9 A process by which only a limited number of copies of an original document are made.

- A Printing
- B Copying
- C Duplicating
- D Scanning

1.1.10 Which consultant is responsible for both domestic and international bookings in a travel agency?

- A Junior consultant
- B Intermediate consultant
- C Senior consultant
- D Regional consultant



(10 × 1) (10)

- 1.2 Which factors will need to be considered before choosing a suitable copying process? Write down only FIVE factors.  (5)
- 1.3 Identify a method of making copies or duplicates described below.
- 1.3.1 Converting a hard copy document to an electronic document.
- 1.3.2 Some have several functions including but not limited to scanning, reducing, enlarging, faxing, sorting etc.
- 1.3.2 Although not recognized as a copying machine, it produces a copy of a scanned document and sends it using an electronic signal through the telephone system.  (3 × 2) (6)
- 1.4 Study the Standard Traffic document (STD) below and then answer questions

07 3426 8606
PASSENGER TICKET AND BAGGAGE CHECK
NOT TRANSPORTABLE

ETKT
SCN-8893985020343 1N-0000038784
PASSENGER RECEIPT

BOARDING PASS

A SINGAPORE AIRLINES
AIRTREKS/
MATUSZAK/JOHN MR
B **NOT VALID FOR**
**TRANSPORTATION*

C SAN FRANCISCO, CA
4N870B/1A MULTI
THIS IS YOUR RECEIPT

E A0562651
0 SFOSINSQ0001 Y150C
XSINDPSSQ0944 Y160C
00PSSINSQ0947 K25NO
0SINSYDSQ0231 Y26NO
0SYDLHRQF0001 Y01DE
0LHTIFKVSQ003 Y10DE
0 F G H I

FP CHECK FC SFO SA X/SIN SA DPS M1813 .00Y SA SIN330 .00Y SA SFO1977 .35YR8 RFD(ER) LUN519
.8PYRT VS NYC966 .00Y2 UA SFO566 .51USDU NUC10845 .68FND ROFT .00000 7P JFK3 .50XT5 .50YCT
.40US15.40455.00KA/ .00XY42.49US5.00AY3.502936.82WY40./8AU/4.5/6836.73UB9.00XF SFO4.SJ K4.5

USD297.19XT
USD10846.00
USD632.00YD
USD 24.00YQ
USD11799.19

39850203433
D 628 7229951506 3

NOT VALID FOR TRAVEL
D 628 7229951506 3

[Source: <https://www.airtreks.com/go>]

- 1.4.1 Which STD document is displayed above?  (1)
- 1.4.2 Use the following information given below to label the STD document above. Label A–I next to question number 1.4 and then write only your chosen answer 1.4. A – Answer.
- validating carrier; passenger's name; departure airport code;
means that this document can't be used to board your flight; place
and date of issue; airline code and flight numbers; class of service
and travel dates; electronic ticket number;
arrival airport codes
- 1.5 Give FOUR other advantages that benefit both airlines and agents.  (4)
[35]

QUESTION 2

- 2.1 In order to choose a suitable office layout for different businesses, a number of factors should be considered.

Which office layout will be suitable based on the statements below? Write only the office layout next to the question number (2.1.1–2.1.5) in the ANSWER BOOK.



- 2.1.1 While you may want a more open office design, it's still important to provide spaces where employees can work quietly on individual tasks or simply have a private conversation.

- 2.1.2 As the owner of a tourism business, you want transparency that encourages conversation, participation and learning from one another in the office.

- 2.1.3 You want space to be used effectively and therefore save money.

- 2.1.4 You prefer keeping your space as flexible as possible so that the office layout can be changed anytime as the need arises.



- 2.1.5 You want an office where each employee will work in an environment suited to his/her needs to do the work to the best of his/her ability.

(5 × 2) (10)

- 2.2 In a tourism office, it is important that all mail received is handled in an efficient and timely manner. Look at the picture below and then answer the questions.



- 2.2.1 What type of mail service is depicted in the picture above? (1)

- 2.2.2 Explain the process which takes place from when the sender gets to the post office to send a parcel using the mail service type you mentioned in QUESTION 2.2.1 until the parcel reaches the recipient.  (6)
- 2.2.3 List the FIVE steps you should generally follow when receiving the daily incoming mail. (5)
- 2.2.4 Identify THREE common filing classifications used in a tourism office and give an example of the types of document filed using each of these systems.  (3 × 2) (6)
- [28]**

QUESTION 3

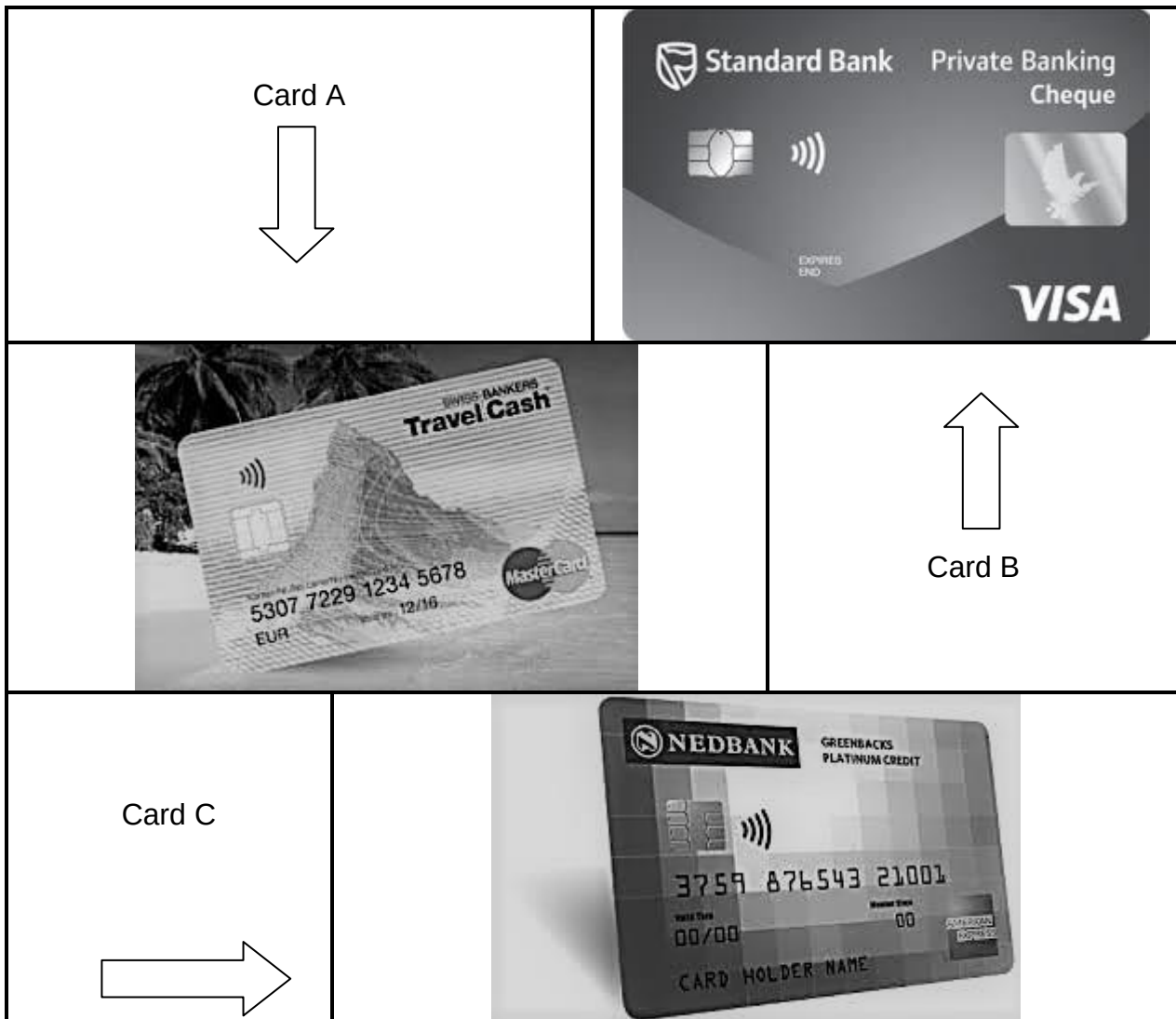
Read the information at the back of your question paper (ADDENDUM) in order to answer question (3.1.1–3.2.3) in the ANSWER BOOK.

- 3.1 Insurance terminology was used throughout the case study above. Explain the following concepts in your ANSWER BOOK.

Provide at least ONE example of what each insurance will cover.

- 3.1.1 Liability insurance 
- 3.1.2 Tourism insurance
- 3.1.3 Business interruption insurance
- 3.1.4 Cyber risk insurance (4 × 3) (12)
- 3.2 3.2.1 With reference to paragraph number two in the article, explain how the “degree of risk” will influence the premium for a B&B with a playground for kids and a swimming pool in comparison to another B&B without such facilities stated above. (2 + 4) (6)
- 3.2.2 There are data hackers who hack systems in order to steal confidential information. Name any FOUR security risks that can put confidential information at risk in a tourism establishment.  (4)
- 3.2.3 List any SIX items of confidential information which could be stolen if a travel agency’s electronic system is hacked. (6)

3.3 Look at the pictures of bank cards below and answer the questions.



- 3.3.1 Identify the THREE types of cards pictured above. (3)
- 3.3.2 Describe card B and explain how it can be used.  (2 + 4) (6)
- 3.3.3 You travelled to England for a month. You did not use all your money on "Card B". What will happen to the money on the card? (3)
- 3.3.4 Give FOUR advantages of using Card A. (4)
- 3.3.5 Explain how Card C is used.  (2)
- 3.3.6 Name THREE disadvantages of using Card C. (3)

[49]

TOTAL SECTION A: 110

SECTION B

QUESTION 4

4.1 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (4.1.1.–4.1.10) in the ANSWER BOOK. Give ONE REASON for each answer.

4.1.1 In the travel and tourism industry, customers' perceptions of value are often associated with a place.



4.1.2 A brochure explaining cruise options is an example of a product in the travel and tourism industry.

4.1.3 In tourism, consumption will take place when the client is going on the tour that he or she booked.

4.1.4 Price regulated refers to the price of products which are set by the government, for example the hotel tariffs are regulated by the government.

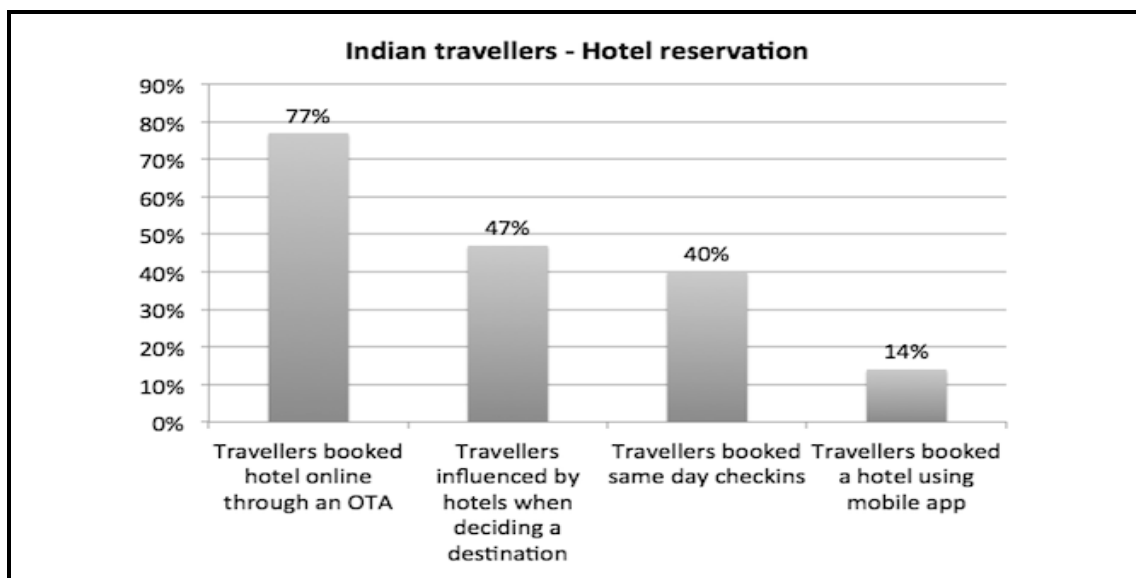
4.1.5 Content communities allow groups of people to work together to create online content.



(5 + 5)

(10)

4.2 Refer to the graph below to answer the questions:



makemytrip-survey-indian-travellers-hotel-reservation-1

4.2.1 According to the graph, which method of making reservation is preferred mostly in India for hotel bookings?

(1)

4.2.2 Substantiate your answer to Question 4.2.1.



(1)

- 4.2.3 The graph indicates that 14% of Travellers are using a mobile app. What is a mobile app?  (1)
- 4.2.4 Why do you think there is a very low number of travellers using mobile apps to make bookings? (2)
- 4.2.5 What could have influenced 77% of all travellers in India to prefer online booking as their first-choice method to make hotel reservations? List EIGHT. (8)
- 4.2.6 What are the phonetic words/terms that make up the word "Hotel"? (5)
- 4.3 Most hotels use different social media platforms for marketing purposes. Explain how a hotel can use the following social media to its benefit:
- 4.3.1 YouTube
-  4.3.2 Skype
- 4.3.3 Twitter
- 4.3.4 Facebook
- (4 × 2) (8)
- 4.4 Marketing has evolved and expanded a lot over the years. Read the following list of statements and indicate whether each one explains the PRODUCTION ERA, SALES ERA and MARKETING ERA by writing only 'Production era', 'Sales era' or 'Marketing era' next to the question (4.4.1–4.4.10) in the ANSWER BOOK.
- 4.4.1 The company should produce only that product as desired by the consumer. 
- 4.4.2 Producing the best possible product.
- 4.4.3 Management's most important task is to keep the cost of production down.
- 4.4.4 A company should produce only certain basic products.
- 4.4.5 The company is to produce only those products which are wanted by consumers.
- 4.4.6 Management should integrate the company's resources and activities to develop programmes to meet these individual consumers' and social needs. 
- 4.4.7 The company is to be guided by long-term profit goals rather than quick sales.

4.4.8 Finding the buyer for the product.

4.4.9 Management's main task is to convince the buyers through high pressure tactics to get the product sold.

4.4.10 Anything that can be produced can be sold.



(10 × 1) (10)

4.5 Name the FOUR social factors which influence consumer buying behaviour. (4)
[50]

QUESTION 5

5.1 Study the cartoon below and answer the questions.



5.1 5.1.1 Based on your knowledge of consumer buying behaviour, explain what the term *attitude* is. (2)

5.1.2 In your opinion, what is customer service? (2)



5.1.3 Customers expect excellent personal contact from you when they visit your office.

What are the FIVE things you should do to demonstrate a positive attitude towards the customer when he/she walks into your office? (5)

5.1.4 You are a salesperson for a travel agency. In order to deal well with clients, which personal characteristics and skills should you possess? Provide only SIX. (6)

- 5.2 The selling process is made up of seven steps listed below. Discuss each one of them briefly to demonstrate your understanding.

Step 1: Have adequate knowledge of the product.

Step 2: Locate and identify the buyer.

Step 3: Approach prospective customers (buyers)

Step 4: Present and provide selling points

Step 5: Answer questions and objections

Step 6: Close the sale

Step 7: Follow-up (non-sale activities)



(7 × 2) (14)

- 5.3 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–G) next to the question number (5.3.1–5.3.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
5.3.1	Specific group of customers towards which a business has decided to aim its marketing efforts	A target market	
		B market share	
5.3.2	Description of goals you want to achieve with your marketing efforts	C marketing plan	
		D marketing research	
5.3.3	The process of communicating the value of products to customers in order to connect the customer to the product	E marketing strategy	
		F marketing mix	
5.3.4	They include surveys, product testing and focus groups	G marketing	
5.3.5	Known as the marketing instruments or ingredients in the tourism industry	H niche market	

(5 × 1) (5)

- 5.4 Define and explain the concept of *personal selling*. (2 × 3) (6)
[40]

TOTAL SECTION B: 90
GRAND TOTAL: 200

ADDENDUM



June 1, 2017

We are pleased to note that our own Lyn Sickerdick was featured in a recent NIBA Insurance Adviser, the national industry magazine, for her expertise in the tourism and hospitality insurance industry.

Liability insurance and risks regarding tourism and hospitality businesses

In the article, Lyn noted that 'We always recommend people be extra aware of their public liability risks because that's where the biggest claims tend to come from.' She stressed that brokers should advise people who are thinking about setting up B&Bs, to be cautious of providing things such as playgrounds for young children, and that pools and spas can create additional risks or insurance considerations even though they might be attractive to visitors.

Tourism, natural disasters and business interruption insurance

Additionally, with regard to natural disasters and business interruption insurance, Lyn said 'Our clients seem to be more aware of the impact of natural disasters; they do seem to happen more frequently than ever before and areas aren't immune to multiple disasters. Therefore business interruption is becoming more front-of-mind than ever before.'

Cyber risk and tourism insurance

With many travel and tourism operators doing business over the internet, the increase in cyber-related events is a genuine concern. Data breaches, system hacks and malware risks have the potential to put tourism companies out of business either temporarily or permanently.

Sickerdick said there is a slow take up of cyber insurance covers, but she is trying to get clients to pay attention that there has been a number of attacks which impacted local tourism and hospitality businesses.

'We've seen denial of service attacks, where local businesses have their website or e-mail systems held hostage. Some have paid and received access again (after sometimes a second increase in the ransom price), and others have lost their e-mail or website functionality altogether. It can and does happen and we hope that even in our regional areas people will start to mitigate and insure against this risk.'

[Source: <https://www.misolutions.com.au/managed-insurance-solutions->]