higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

TOURISM OPERATIONS
NQF LEVEL 3

(11011073)

21 November 2024 (X-paper)
09:00–12:00

This question paper consists of 13 pages and 3 addenda of 6 pages.

401Q1N2421

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
TOURISM OPERATIONS
NQF LEVEL 3
TIME: 3 HOURS
MARKS: 180

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. Use only a black or blue pen.
5. Write neatly and legibly.

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QUESTION 1

1.1 Give ONE term for each of the following descriptions by writing it next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

1.1.1 A specific group of consumers with similar characteristics who are likely to use a product

1.1.2 Giving money or prizes for an event or occasion

1.1.3 A person who works in an organisation who turns ideas into profitable realities

1.1.4 A small number of individuals who frequently participate together in activities

1.1.5 The monthly payment that you make to pay for insurance

1.1.6 A large outdoor board used for advertisements

1.1.7 A disadvantage of this type of business form is that if one partner dies, the business needs to be reformed

1.1.8 A person who gets everybody in the team to work together to achieve the group's goal

1.1.9 The process of the growth of cities as more people move into them

1.1.10 A goal that you want to achieve in 10 years' time

(10 × 2) (20)

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

1.2.1 The marketing mix is also known as the 4 Ps of marketing.

1.2.2 BEE stands for Black Economic Environment.

1.2.3 The acronym MICE means Meetings, Incentives, Conferences and Expos.

1.2.4 Advertising is a paid form of communicating to potential customers.

1.2.5 People who owe you money are called creditors.

(5 × 2) (10)

[30]

QUESTION 2

Marketing is a key activity in the tourism industry.

Study the advertisement below and answer the questions that follow.



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2.1 Define the term *marketing*. (3)

2.2 Identify the marketing mix from the advertisement. (4 × 2) (8)

2.3 The product lifecycle refers to the stages a product goes through.

2.3.1 Analyse the advertisement and determine the stage of the mentioned product. (1)

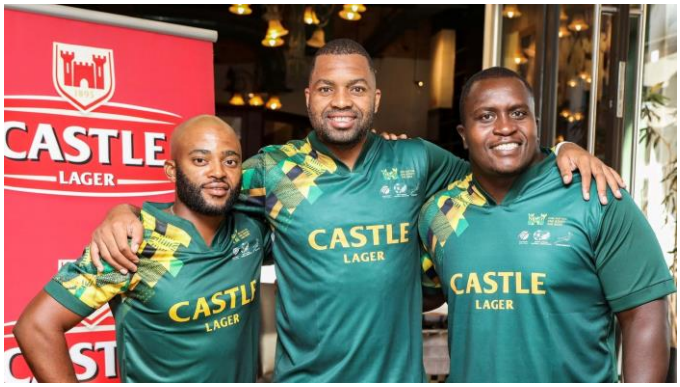
2.3.2 Motivate your answer to QUESTION 2.3.1. (2)

2.4 Identify the following integrated marketing communication techniques:

2.4.1



2.4.2



2.4.3



(3 × 2) (6)

2.5 Briefly explain FIVE purposes of integrated marketing communication.

(5 × 2) (10)
[30]

QUESTION 3

Alistair wants to start his own business, a food truck, specialising in local food. He will stand at famous local attractions in order to reach a large number of tourists. Alistair is an energetic, hardworking man, who believes he can make a success of the business. He is willing to take risks to ensure his business becomes profitable and popular within the next five years.

3.1 Would you classify Alistair as an *entrepreneur* or an *intrapreneur*? (1)

3.2 Motivate your answer to QUESTION 3.1. (1)

3.3 Identify FOUR characteristics of Alistair that could ensure his success in his business. (4)

3.4 Suggest to him the easiest type of business to start and run. (1)

3.5 It is important for Alistair to register with SARS as a taxpayer.

3.5.1 Explain to him the difference between input VAT and output VAT.

(2 × 2) (4)

3.5.2 Alistair buys his stock from Grocery Express and pays R9 250 before tax. He sells stock at a mark-up of 25%.

(a) Determine the input VAT.

(b) Determine the purchase price of the goods.

(c) Determine the selling price.

(d) Determine the output VAT on the selling amount.

(e) Determine the VAT due to SARS.

(5 × 3) (15)

3.6 Decode the acronym *COIDA*. (2)

3.7 What is the purpose of COIDA? (2)

[30]

QUESTION 4

Study the advertisement of the Cape Town Jazzathon below and answer the questions that follow.



4.1 From the advertisement, identify TWO sponsors of this event. (2)

4.2 The *Cape Times* is an English newspaper. Suggest ONE advantage of placing advertisements in a newspaper. (2)

4.3 The AIDA principle is used in this advertisement. (2)

4.3.1 Name and explain each of the components of the AIDA principle. (4 × 2) (8)

4.3.2 How are the different components of the AIDA principle applied in the advertisement? (4)

4.4 Compile a guideline to ensure that staff follow the correct order of steps in using integrated marketing communication. (7 × 2) (14)

[30]

QUESTION 5

Before starting a business, it is important to conduct research to establish the feel in the market and identify the target market.

5.1 Explain the term *market segmentation*. (2)

5.2 Choose ONE target market from the list below for each of the following descriptions and write it next to the question number (5.2.1–5.2.3) in the ANSWER BOOK.

senior market; corporate travellers; leisure market; inbound tourists; youth market; family market

5.2.1 Enjoy a scrumptious meal while the children are entertained in the play area

5.2.2 Fly Emirates Business Class while enjoying comfort, gourmet cuisine or a stroll to the on-board lounge

5.2.3 Join us now for the time of your life – special school leaver package, includes backpacker accommodation, activities, live music shows, and so much more

(3 × 2) (6)

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5.3 Study the following extract of a contract and answer the questions that follow.

AGREEMENT

This Lease Agreement (this "Agreement") is made this 1 March 2024 by and between:

Landlord: Mrs C Langley ("Landlord") AND

Tenant(s): Mr B Black ("Tenant").

In the event there is more than one Tenant, each reference to "Tenant" shall apply to each of them, jointly and severally. Each Tenant is jointly and severally liable to the Landlord for payment of rent and performance in accordance with all other terms of this Agreement. Each Landlord and Tenant may be referred to individually as a "Party" and collectively as the "Parties."

1. Premises. The premises leased is a/an ☒apartment ☐house ☐condominium ☐room ☐townhouse ☐duplex ☐semi-detached house ☐other: _____ with:

(a) 1 bedroom
(b) 1 bathroom
(c) _____ parking space(s) ☒ Parking is not included with the Premises

located at 5 Church Street, East London (the "Premises").

Furnishings: (check one)
☒ The Premises is NOT furnished.
☐The Premises includes the following furnishings: _____
_____.

2. Agreement to Lease. The Landlord agrees to lease to the Tenant and the Tenant agrees to lease from the Landlord, according to the terms and conditions set forth herein.

3. Term. This Agreement shall be considered a: (check one)
☒ Fixed lease. This Agreement will be for a term beginning on 15 March 2024 and ending on 14 March 2025 (the "Term"). At the end of the Term:

4. Rent. The Tenant will pay the Landlord a monthly rent of R3 500 for the Term. Rent will be payable in advance and due on the 15th day of each month during the Term.

IN WITNESS WHEREOF, the Parties hereto, individually or by their duly authorised representatives, have executed this Agreement as of the Effective Date.

_____ _____
Landlord Signature **Landlord** Full name

_____ _____
Tenant Signature **Tenant** Full name

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5.3.1 Define the concept *contract*. (4)

5.3.2 Would you classify this as a *contract of sale* or a *contract of lease*? (2)

5.3.3 Name the FOUR components of a contract. (4)

5.3.4 Identify the FOUR components from the contract above. (4)

5.4 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–D) next to the question number (5.4.1–5.4.4) in the ANSWER BOOK.

COLUMN A		COLUMN B	
5.4.1	Inherent venture risk	A	a planned tour has to be cancelled due to airline strikes
5.4.2	External venture risk	B	poor service delivery by staff, causing a bad reputation for the business
5.4.3	Incidental venture risk	C	increase of interest rates
5.4.4	Venture process risk	D	increase of petrol price, influencing the profit of the tour operator

(4 × 2) (8)

[30]

QUESTION 6

6.1 Suggest TWO ways in which the effectiveness of marketing communication can be measured. (2)

6.2 Study the income statement of Rainbow Tours below and answer the questions that follow.

Income statement for the month ending 29 February 2024		
Fees received income		R200 000
Less expenses:		
Advertising	R6 500	
Depreciation	R6 000	
Postage	R2 500	
Stationery	R3 500	
Telephone	R5 000	
Salary: owner	R25 500	
Salaries: other	R20 200	
Electricity and water	R9 500	
General expenses	R5 000	
Net profit before taxes		

6.2.1 Calculate the total expenses for the month. (2)

6.2.2 How much money is spent on salaries? (3)

6.2.3 Calculate the profit of Rainbow Tours. (4)

6.3 Identify the following types of businesses:

6.3.1 This business can be owned by up to 10 people, and the assets and debts of the business is seen separate from the assets and debts of the members.

6.3.2 This type of business is very expensive to register and complicated to run.

6.3.3 This type of business can be run by up to 20 people and their personal debt is not seen separate from the business.

(3 × 2) (6)

6.4 When starting a business, it is important to compile a business plan.

6.4.1 Name THREE benefits of a business plan for the entrepreneur. (3)

6.4.2 Name TWO purposes of a business plan for financial institutions. (2)

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6.5 Study the following business plan extract and answer the questions that follow.

1. Cover page
   - Name of business & personal information
   - Logo of business
   - ???
   - Contents page

2. Summary

3. Description of proposed business
   - Type of ownership
   - Describe venture
   - Uniqueness of product
   - Goals of venture

4. Marketing plan

5. Financial plan
   - Financial statements
   - Source of funding
   - Security
   - SWOT analysis

6. Management plan
   - Staff
   - Organogram
   - Working conditions

7. Conclusion

8. Supportive material

6.5.1 Identify ONE piece of information missing on the cover page. (1)

6.5.2 Describe what details should be included under the summary. (2)

6.5.3 Identify ONE piece of information that should not form part of the financial plan. (2)

6.5.4 Name THREE items that must be included under working conditions. (3)
[30]

TOTAL: 180

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ADDENDUM A

EDUSPORT TRAVEL AND TOURS

CALL US:
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ENQUIRE NOW

Rugby Travel Packages

Whether you are cheering for the Bokke, the Blitzbokke (or even if you support another team), our rugby travel packages take you to the best events in the world to experience the action up close and in person. Nothing compares to the electric atmosphere in the stands when a try is scored, especially in an iconic stadium such as Twickenham.

Rugby World Cup 2023 – Quarter Final Weekend – Category 3 Tickets
From R43,590 per person sharing

Standard Package 4* Hotel

From R43,590 per person sharing
Package Dates: 13–16 October 2023

Inclusions

- 3 night's accommodation in Paris at a selected 4 Star hotel
- City Tax (Rate subject to change)
- Breakfast Daily
- Guaranteed Official Rugby World Cup 2023 match tickets; Quarter Final 2 (14 Oct) and Quarter Final 4 (15 Oct) Category 3
- Travel Insurance
- Tour Liaison

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Exclusions

- Domestic and International flights and airport taxes
- All transfers
- Excursions not mentioned, optional extras / optional sightseeing
- Items of a personal nature such as telephone calls, laundry etc
- Meals and drinks not specified
- Tips, porterage and gratuities
- Visa (Required by South African Passport holders)

Additional Information

- All packages are valid for 24 hours from the date the quote is sent and is subject to rate of exchange fluctuations & availability at the time of booking.
- Cancellation: Airline & hotel cancellation penalties will apply & Match tickets are non-refundable.
- Edusport Travel's standard terms and conditions apply – see Booking Contract for details
- Courier supplement to outlying areas may apply*

Terms & Conditions

- Rugby World Cup Match Ticket Terms and Conditions:
- The customer purchasing the Rugby World Cup package must have a billing address which is their permanent and primary residential address.
- Customers may not resell, offer, expose, dispose of any Match Tickets or make available by any mean any Match Tickets to another party.
- Match Tickets must form part of a Travel Package and may not be sold as a standalone item.
- You may not use this package for Prizes or Competitions or for any promotional purposes.
- Match Tickets may not necessarily be located together. Edusport will use its best endeavors to fulfil any specific requests however we cannot guarantee specific seating requests.
- Each traveller is required to provide us with their full name and passport copy in order for Edusport to record against all match tickets purchased.
- Match Ticket prices are subject to change with or without prior notice
- Edusport Travel shall not be liable to you our customer for its inability to perform any obligations under this agreement caused by a Force Majeure Event.
- Failure to adhere to these Match Ticket Terms and Conditions could result in the cancellation of your booking without refund.

We can tailor many of our packages to include flights, additional nights and hotel and ticket upgrades.

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ADDENDUM B

COSTING SHEET – GREY COLLEGE HOCKEY TOUR		
COMPONENTS	**CALCULATION**	**TOTAL**
Tankwa Karoo National Park	**R52 per adult, per day** **R26 per scholar, per day**	
Cango Caves	**HERITAGE TOUR** **The HERITAGE TOUR depart on the hour every hour daily from 9:00 am – 4:00 pm** **Admission Fees** **Adults: R 170.00** **Scholar: R 120.00**	
Cango Wildlife Ranch	**Adults: R210.00** **Scholars: R130.00**	
Diaz Museum Complex	**Complex & Caravel** **Adults: R 40.00** **Children under 18: R 10.00**	
Outeniqua Transport Museum 	**R20.00 per person**	

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Kleinplaas – Oudtshoorn 2 nights  **2 BEDROOM CHALET (SLEEPS 6)**	**R1,766.00** **Per night per chalet**	
Pine Lodge Resort – George 4 nights  **Two Bedroom 6 Sleeper**	**ZAR 1,514.70** **Cost for 1 night, 6 guests**	
Meals	**R150 p/p per day**	
Sub-Total		
5% Mark-up		
Total for tour group		
Cost per person		

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ADDENDUM C

Standard Bank

FOREX OPENING INDICATION RATES FOR 09 June 2022 as at 13:00

Rates for amounts up to R 200 000

Closing rate history for date : 2022-06-08 16:00:39.268 Load

		Bank Buying			Bank Selling	
Country	Cur	T/T	Cheques	Foreign Notes	Cheques and T/T	Foreign Notes
QUOTATIONS ON BASIS RAND PER UNIT FOREIGN CURRENCY						
BRITSH POUND	GBP	18.7892	21.2081	18.7891	19.4619	19.4619
EURO	EUR	16.0538	18.0047	16.0538	16.6595	16.6595
UNITED STATES DOL	USD	15.0754	15.9193	15.0754	15.4403	15.4403
QUOTATIONS ON BASIS FOREIGN CURRENCY PER R1						
UAE DIRHAM	AED	.2471			.2346	
AUSTRALIAN DOLLAR	AUD	.0932	.0924	.0932	.0893	.0893
BRAZILLIAN REAL	BRL	.3251			.3173	
BOTSWANA PULA	BWP	.8194	.7987	.8194	.7472	.7472
CANADIAN DOLLAR	CAD	.0841	.0861	.0841	.0806	.0806
SWISS FRANC	CHF	.0654	.0603	.0654	.0627	.0627
CHINESE YUAN	CNY	.4466		.4466	.4285	.4285
CZECH KRONER	CZK	1.5408	2.2134		1.4788	
DANISH KRONER	DKK	.4640	.4385		.4459	
EGYPTIAN POUND	EGP	1.2723			1.1774	
FIJI DOLLAR	FJD	.1481			.1367	
GHANA CEDI	GHS	.5645			.5227	
HONG KONG DOLLAR	HKD	.5250	.5094	.5250	.5040	.5040
HUNGARIAN FORINT	HUF	25.0149			23.2839	
ISRAELI SHEKEL	ILS	.2244		.2244	.2129	.2129
INDIAN RUPEE	INR	5.3008	4.8434		4.8903	
JAPANESE YEN	JPY	8.9015	7.3319	8.9015	8.5739	8.5739
KENYAN SHILLING	KES	8.1789	7.9641		7.3833	
SRI LANKA RUPEE	LKR	24.3091	12.9607		22.8966	
LESOTHO LOTI	LSL	1.0000		1.0000	1.0000	1.0000
MOROCCAN DIRHAM	MAD	.6044			.5675	

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MALAGASY ARIARY	MGA	214.9860			182.4446	
MAURITIAN RUPEE	MUR	3.0248	2.7968	3.0248	2.7752	2.7752
MALAWI KWACHA	MWK	69.8456	53.5457		65.3679	
MEXICAN PESO	MXN	1.3370			1.2278	
MOZAMBIQUE NETICA	MZN	4.4158			3.9578	3.9578
NAMIBIA DOLLAR	NAD	1.0000		1.0000	1.0000	1.0000
NIGERIAN NAIRA	NGN	67.2528	27.7136		25.6435	
NORWEGIAN KRONOR	NOK	.6348	.5909		.6091	
NEW ZEALAND DOLLA	NZD	.1038	.0992	.1038	.0994	.0994
POLISH ZLOTY	PLN	.2910			.2698	
QATAR RIYAL	QAR	.2486			.2290	
ROMANIAN LEU	RON	.3140			.2910	
RUSSIAN ROUBLE	RUB	4.0579			3.6348	
RAWANDAN FRANC	RWF	75.4872			64.2475	
SAUDI RIYALS	SAR	.2560			.2359	
SWEDISH KRONER	SEK	.6546	.5901		.6292	
SINGAPORE DOLLAR	SGD	.0919	.0918	.0919	.0883	.0883
SOUTH SUDAN POUND	SSP	32.7354			29.5655	
SWAZILAND LILANGE	SZL	1.0000		1.0000	1.0000	1.0000
THAI BAHT	THB	2.3483	2.1818	2.3483	2.1754	2.1754
TUNISIAN DINAR	TND	.1874			.1724	
TURKISH LIRE	TRY	1.1638			1.1036	
TANZANIA SHILLING	TZS	159.3988			146.3054	
UGANDA SHILLING	UGX	253.7246			233.1561	
CFA FRANC	XAF	42.5236			38.8393	
SENEGALESE FRANC	XOF	42.1369			38.8846	
ZAMBIAN KWACHA	ZMW	1.1685			1.0566	

'Cheques' denotes Travellers cheques, Personal cheques, Drafts and Clean items.

Exchange rates supplied by Corporate and Investment Banking Division

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