higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N6

(4021176)

10 November 2022 (X-paper)
09:00–12:00

This question paper consists of 10 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
TRAVEL OFFICE PROCEDURES N6
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 question on a new page.
5. Use only a blue or black pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

Give a definition for the following terms:

1.1 Breach of contract

1.2 Core market

1.3 Niche market

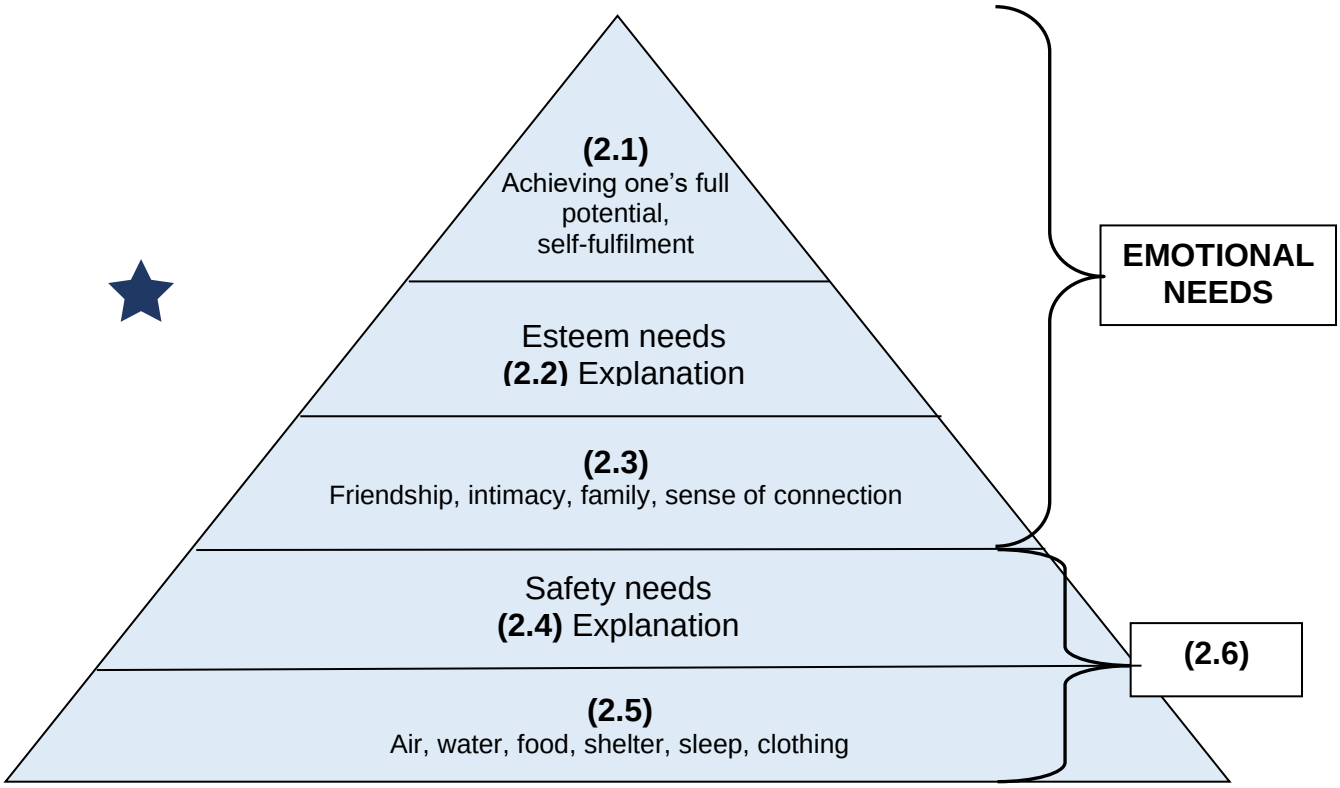
1.4 Job analysis

1.5 Job specification

(5 × 2) **[10]**

QUESTION 2

Complete Maslow's hierarchy of needs by inserting the missing words or explanations. Write only the word or explanation next to the question number (2.1–2.6) in the ANSWER BOOK.



(6 × 2) **[12]**

QUESTION 3

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (3.1–3.10) in the ANSWER BOOK.

3.1 An incentive trip should include accommodation.

3.2 Game viewing is an example of a core market.

3.3 Instagram is an e-marketing tool.

3.4 It is important to find out whether a television interview will be pre-recorded.

3.5 Only the owner of a company may answer queries from the press.

3.6 A press kit usually contains an event programme.

3.7 Advertising strives towards building a company's image.

3.8 Advertising and sales promotions are the same.

3.9 The World Travel Market is attended by invitation only.

3.10 Travel workshops are organised for the tourism trade.

(10 × 1) **[10]**

QUESTION 4

Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–H) next to the question number (4.1–4.8) in the ANSWER BOOK.

COLUMN A		COLUMN B	
4.1	Job analysis	A	new employee with fresh ideas
4.2	Job specification	B	National Diploma in Tourism
4.3	Job description	C	group of jobs as a path
4.4	Qualification	D	employee's personal requirements
4.5	Internal recruitment	E	promotion/transfer of current employee
4.6	External recruitment	F	type of work to be done
4.7	Intensive selection	G	what employee will be required to do
4.8	Career path	H	testing and diagnostic interview

(8 × 1) **[8]**

TOTAL SECTION A: 40

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SECTION B

QUESTION 5

5.1 Select the primary branches within public law.

Write down the name of the branch and give a description of each.

(3 × 3 + 3) (12)

5.2 Identify the type of contractual requirement described below:

5.2.1 The contract should comply with common law and legislation.

5.2.2 The agreement must be lawful.

5.2.3 Parties should be able to do what the contract states.

5.2.4 Parties should have the legal ability to enter into a contract.

5.2.5 Parties should agree with the contents of the contract.

(5 × 2) (10)

5.3 Determine what type of breach the following scenarios represent:

5.3.1 The client must pay the travel agent before the travel agent can issue his air ticket. The client fails to transfer the money in time.

5.3.2 A client pays for a first-class air ticket to Cape Town. Upon arriving at the aircraft, the cabin crew informs the client that the aircraft does not have a first-class section.

5.3.3 Kulula fails to honour the air tickets sold for a flight, as the flight is cancelled.

(3 × 2) (6)

5.4 Name TWO objectives of the Tourism Act. (2)

[30]

QUESTION 6

6.1 You work for X-Treme Travel in George. You are planning to approach local companies in order to grow the agency's business travel section.

6.1.1 Where will you find prospective business clients?

Name at least FIVE places. (5)

6.1.2 What steps should be followed when selling business travel? (7)

6.1.3 What is a travel pattern and what does it include? (7)

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6.1.4 Compile a list of at least FIVE services that a business traveller will need at his/her hotel. (5)

6.2 Briefly explain the importance of incentive travel. (4)

6.3 You are required to present the budget for an incentive travel trip to a company. The amount per winner is R120 000.

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 (6.3.1–6.3.5) in the ANSWER BOOK.

6.3.1 The amount to be spent on the promotion of the trip:

A R10 000
B R12 000
C R24 000
D R6 000

6.3.2 The amount to be spent on transport:

A R12 000
B R36 000
C R48 000
D R18 000

6.3.3 The percentage to be spent on accommodation:

A 15%
B 30%
C R36 000
D 40%

6.3.4 The amount to be spent on meals:

A 15%
B R12 000
C R18 000
D R20 000

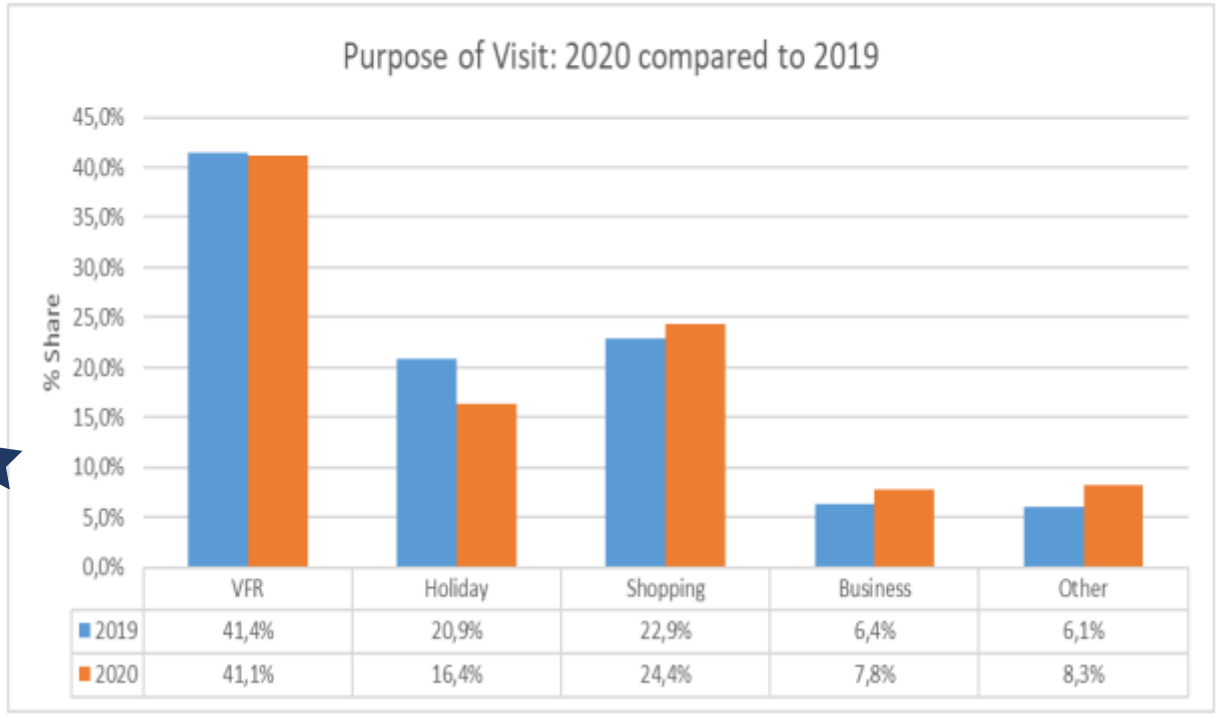
6.3.5 The amount for other expenses:

A R6 000
B R10 000
C R12 000
D 5%

(5 × 2) (10)

6.4 Analyse and interpret the following statistics to answer the questions that follow.

Main purpose of visit for international tourist arrivals: 2020 compared to 2019



	VFR	Holiday	Shopping	Business	Other
2019	41,4%	20,9%	22,9%	6,4%	6,1%
2020	41,1%	16,4%	24,4%	7,8%	8,3%

6.4.1 What is the above graph about? (1)

6.4.2 VFR refers to *visiting family and relatives*.

What is the difference in percentage between the tourists visiting family and relatives from 2019 to 2020? (1)

6.4.3 What was the percentage tourists visiting South Africa for shopping in 2019? (1)

6.4.4 What could be a contributing factor to fewer tourists visiting South Africa for holiday in 2020? (1)

6.4.5 Name TWO possible other reasons why tourists would visit South Africa. (2)

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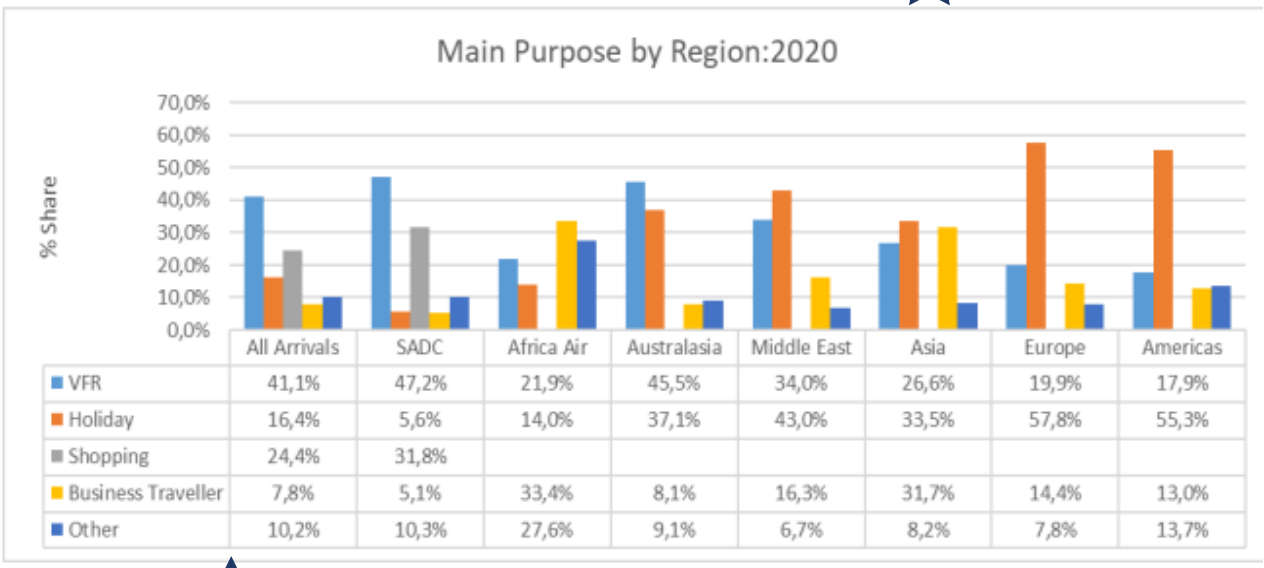
Main Purpose of Visit for Overseas Markets: 2020



	All Arrivals	SADC	Africa Air	Australasia	Middle East	Asia	Europe	Americas
VFR	41,1%	47,2%	21,9%	45,5%	34,0%	26,6%	19,9%	17,9%
Holiday	16,4%	5,6%	14,0%	37,1%	43,0%	33,5%	57,8%	55,3%
Shopping	24,4%	31,8%						
Business Traveller	7,8%	5,1%	33,4%	8,1%	16,3%	31,7%	14,4%	13,0%
Other	10,2%	10,3%	27,6%	9,1%	6,7%	8,2%	7,8%	13,7%

6.4.6 What was highest main purpose of visit? And to which region? (2)

6.4.7 Which region had the highest number of visitors for shopping? (1)

6.4.8 What is the difference in percentage between business travellers to Australasia and Asia? (1)

6.5 Which of the five distinct activities associated with the role of a PRO would be used to achieve the following?

6.5.1 Making sure that the public is aware that your hotel did not close down during the Covid-19 pandemic

6.5.2 Arranging for new uniforms for all staff

6.5.3 Having a meeting with the CEO to discuss the rumour that the hotel has closed down during the Covid-19 pandemic

6.5.4 Joining Higher Health to create awareness of the disposing of masks in the ocean and the impact it has on the environment

6.5.5 Arranging with *The Star* newspaper to place an article to create awareness that the hotel has not closed down

(5 × 2) (10)

6.6 Select FIVE ways in which the PRO of Mount Nelson Hotel can get media coverage to ensure that guests know that the hotel has not closed down during the Covid-19 pandemic. (5)

6.7 Create an advertisement for the Mount Nelson Hotel that includes a sales promotion where the objective is to lure back guests who thought that the hotel has closed down. (5)

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6.8 Which exhibition held in South Africa would be the most suitable where the Mount Nelson Hotel can create awareness that the hotel is still open? (2)

[70]

QUESTION 7

7.1 Draw the following table in the ANSWER BOOK and arrange the following words under the correct heading:

skills; responsibilities; duties; education; location; environment; work experience; position; title; training

JOB DESCRIPTION	JOB SPECIFICATION

(5 × 2) (10)

7.2 What would the selection process include? (3)

7.3 Outline the steps in the induction process. (6)

7.4 Identify the type of training described below:

7.4.1 When professional workers divide their time between attending classes and working in an organisation

7.4.2 Where employees receive training in a variety of jobs

7.4.3 Guidance

7.4.4 When employees learn by doing and learning continuously over a long period

7.4.5 When an employee is assigned as an assistant to a senior staff member

(5 × 2) (10)

7.5 Name SIX objectives of evaluation. (6)

7.6 List FIVE factors that can affect an employee's motivation. (5)

[40]

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QUESTION 8

8.1 Draw the following table in the ANSWER BOOK and identify TWO career options under each heading.

TRAVEL AND TOURISM SERVICES	TRANSPORTATION	LODGING	FOOD AND BEVERAGE

(4 × 2) (8)

8.2 Compile a list of THREE of your strengths and THREE of your weaknesses that may have an influence on your career choice. (3 × 2) (6)

8.3 What is your personal career goal? Give a reason for your answer. (3)

8.4 Give a detailed action plan of how you can achieve your personal career goal. (3)

[20]

TOTAL SECTION B: 160
GRAND TOTAL: 200

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