higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

TOURISM OPERATIONS
NQF LEVEL 3

21 November 2024

This marking guideline consists of 6 pages.

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QUESTION 1

1.1
1.1.1 Target market
1.1.2 Sponsorship
1.1.3 Intrapreneur
1.1.4 Informal group
1.1.5 Premium
1.1.6 Billboard
1.1.7 Partnership
1.1.8 Coordinator
1.1.9 Urbanisation
1.1.10 Long-term goal

(10 × 2) (20)

1.2
1.2.1 True
1.2.2 False
1.2.3 False
1.2.4 True
1.2.5 False

(5 × 2) (10)
[30]

QUESTION 2

2.1 All activities and techniques✓ used to inform potential customers✓ about a product or service and convince them to buy it✓ (3)

2.2
- Product✓ – Bintoo Hotel Limited✓
- Price✓ – not indicated✓
- Place✓ – Prince Akinwumni Adeniyi Street, GRA Extension✓
- Promotion✓ – Internet✓ (4 × 2) (8)

2.3 2.3.1 Introduction stage (1)

2.3.2
- The advertisement announces the opening of the hotel, introducing it to potential customers.
- No one knows about the product.
- The advertisement provides information about the product to attract customers. (Any relevant answer) (Any 2 × 1) (2)

2.4
2.4.1 Advertisement
2.4.2 Sponsorship
2.4.3 Sales promotion

(3 × 2) (6)

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2.5
- Providing information about products and services
- Promoting a company image
- Creating a stabilising demand
- Differentiating products from those of competitors
- Differentiating product features and benefits
- Leading to customer retention and loyalty
- Motivating staff (Any 5 × 2) (10)

[30]

QUESTION 3

3.1 Entrepreneur (1)

3.2 'wants to start his own business' (1)

3.3
- Energetic
- Hard worker
- Believe he can make a success
- Willing to take risks (4)

3.4 Sole trader/Sole proprietor (1)

3.5 3.5.1
- Output VAT is the VAT paid by a customer to a business when purchasing goods/services.
- Input VAT is VAT paid by the business to its suppliers when purchasing goods that they will sell in their business.

(2 × 2) (4)

3.5.2
(a) R9 250✓ × 15%✓ = R1 388✓
(b) R9 250✓ + R1 388✓ = R10 638✓
(c) R9 250✓ × 125 ÷ 100✓ = R11 562✓
(d) R11 562✓ × 15%✓= R1 734✓
(e) R1 734✓ – R1 388✓ = R346✓

(5 × 3) (15)

3.6 Compensation for Occupational Injuries and Diseases Act (2)

3.7 Deals with injuries, disabilities, diseases and death caused by work-related activities (2)

[30]

QUESTION 4

4.1
- JCC Productions
- Department of Sport, Arts & Culture
- Western Cape Government
- City of Cape Town
- National Arts Council
- Presidential Employment Stimulus (Any 2 × 1) (2)

4.2
- It is affordable.
- It reaches a lot of people. (Any relevant answer) (2)

4.3 4.3.1
- Attention✓ – Draw attention to a product or service✓
- Interest✓ – Create interest of customers to find out more about products or services✓
- Desire✓ – Develop a desire under customers to have product or service✓
- Action✓ – result in action – customer makes purchase✓

(4 × 2) (8)

4.3.2
- Attention – big, bold words
- Interest – fun pictures and wording
- Desire – target market that likes jazz
- Action – target market purchase tickets to attend the event (4)

4.4
- Determine promotional opportunity and promotional objective
- Select the appropriate audience
- Determine the message
- Use the marketing communication mix
- Determine the budget
- Implement the plan
- Measure the result (7 × 2) (14)

[30]

QUESTION 5

5.1 It is the process of dividing✓ the total market into segments with similar needs.✓ (2)

5.2 5.2.1 Family market
5.2.2 Corporate travellers
5.2.3 Youth market

(3 × 2) (6)

5.3 5.3.1 Any agreement,✓ binding in law,✓ whereby two or more parties✓ obtain rights and obligations✓ (4)

5.3.2 Contract of lease (2)

5.3.3
- Parties
- Purpose
- Commencement date
- Expiry date (4)

5.3.4
- Parties – Mrs C Langley and Mr B Black
- Purpose – rental of apartment
- Commencement date – 15 March 2024
- Expiry date – 14 March 2025 (4)

5.4
5.4.1 D
5.4.2 A
5.4.3 B
5.4.4 C
(4 × 2) (8)
[30]

QUESTION 6

6.1
- Number of sales
- Changes in behaviour or attitude of customers (2)

6.2 6.2.1 R83 700 (2)

6.2.2 R25 500✓ + R20 200✓ = R45 700✓ (3)

6.2.3 R200 000✓ – R83 700✓ = R116 300✓✓ (4)

6.3
6.3.1 Close corporation
6.3.2 Company
6.3.3 Partnership
(3 × 2) (6)

6.4 6.4.1
- Forces the entrepreneur to carry out proper research
- Gives the opportunity to view the business idea objectively and critically
- Quantifies business goals and objectives
- Essential tool when applying for financial assistance
- Outside evaluators are able to examine the operating strategies and expected results for potential flaws (Any 3 × 1) (3)

6.4.2
- Financial institutions can access the entrepreneur's planning and managerial ability.
- It is a clear and concise document that contains the essential information for a thorough business and financial evaluation.
- The business plan identifies risks and supplies contingency plans for the success of the proposed venture.
- The plan indicates the ability of the entrepreneur to yield sufficient profits to repay the loan. (Any 2 × 1) (2)

6.5 6.5.1 Date presented (1)

6.5.2
- Description of business
- Why your venture will be a success
- Short-, medium- and long-tern business goals and objectives (Any 2 × 1) (2)

6.5.3 SWOT analysis (2)

6.5.4
- Working hours
- Leave
- Medical aid
- Trade union subscriptions (Any 3 × 1) (3)

[30]

TOTAL: 180

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