higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

TOURISM OPERATIONS
NQF LEVEL 3

16 November 2022

This marking guideline consists of 8 pages.

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QUESTION 1

1.1 D
1.2 F
1.3 C
1.4 E
1.5 G
1.6 B
1.7 A

(7 × 1) **[7]**

QUESTION 2

2.1 D
2.2 A
2.3 D
2.4 D
2.5 A
2.6 B
2.7 C
2.8 B
2.9 C
2.10 C

(10 × 1) **[10]**

QUESTION 3

3.1
- Awareness*:* The first objective is to make consumers aware of a product or service, for instance, by creating a special offer or using a shocking statement to promote a product.
- Trial: The second objective is to convince consumers to try the product. For some products, samples are given to consumers in store.
- Reinforcement*:* The third objective is to convince customers to return to the same place for their second sale if they were happy with the treatment they received.

(3 × 2) (6)

3.2
- Resolute motivation and passion
- Risk-taking ability
- Creative thinking
- Need for achievement
- Desire for independence
- Self-confidence
- Self-sacrifice
- Persistence

(Any 4 × 1) (4)

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3.3
- Determine the promotional opportunity and promotional objectives.
- Select the appropriate audience.
- The message
- The marketing communication mix
- Determine the budget.
- Implement the plan.
- Measure results. (Any 5 × 1) (5)

3.4 3.4.1
- Attention:✓ the advertisement draws attention by using colourful picture(s). ✓
- Interest:✓ it creates interest as consumers want to find out more about the product or service (restaurant).✓
- Desire:✓ to develop desire; the customer decides if he/she wants the product or service (restaurant).✓
- Action:✓ the customer makes a booking for lunch/dinner. (4 × 2) (8)

3.4.2
- To inform potential customers of the product.
- To focus on specific product features. (2)

3.5
- Coordinator
- Shaper
- Planter
- Resource investigator
- Implementer
- Team worker
- Completer
- Monitor/evaluator
- Specialist (Any 5 × 1) (5)

3.6
- Printed media (brochures, travel magazines, flyers, newspapers, etc.)
- Radio and television
- Personal selling
- Sales promotion
- Direct marketing
- Exhibitions
- Electronic media/Online marketing/ Internet marketing
- Public relations
- Billboards
- Social media (Any 5 × 1) (5)

3.7
- Having a positive attitude and being eager to help when working with customers.
- Willingness to provide customers with the best service possible by listening to them to better understand their needs. (2)

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3.8
- Confidence in her ability to succeed
- Willingness to take moderate risks
- Desire for responsibility
- Energy
- An urge to achieve
- An ability to identify good opportunity
- Organising skills: Desire for immediate feedback (Any 6 × 1) (6)

[43]

QUESTION 4

4.1 4.1.1 Marketing: all activities and techniques used to inform potential consumers about a product or service and to convince them to buy it. (2)

4.1.2
- Product: what the tourism business is selling.
- Price: the cost of the product a business sells to a customer.
- Place: where a consumer is able to purchase this product.
- Promotion: how public become aware of the product and information on where to access the product. (4 × 2) (8)

4.2 4.2.1 True
4.2.2 True
4.2.3 False
4.2.4 False

(4 × 2) (8)

4.3 Advantages:
- Additional capital is available for the business for expansion purposes.
- Suppliers and financial institutions will perceive your business as less of a risk, since a number of owners will usually have more resources than an individual. (2 × 2)

Disadvantages:
- You will lose a measure of control.
- Many owners are hesitant to recruit another owner. (2 × 2)

(Accept any other relevant advantage or disadvantage) (8)

4.4
- National Empowerment Fund
- Department of Trade and Industry (DTI)
- Business partners
- Umsobomvo Youth Fund
- Khula Enterprise Finance
- Commercial banks (small business unit)
- Industrial Development Corporation
- Community public private partnership
- Eskom Development Fund
- Franchise advice and information network
- Small and medium enterprise development programme (Any 5 × 1) (5)

4.5 It is an essential planning instrument that should reflect your objectives for the proposed business. (2)

4.6
- Professional-looking cover and contents
- Summary
- Description of proposed business
- Marketing plan
- Financial plan
- Management plan
- Conclusion
- Supportive material (Any 7 × 1) (7)

4.7 Start-up capital: This is the money required to buy assets to ensure that the owner can start trading or running a business effectively.✓✓

Income tax: It is the state's main source of income and this means that all small businesses in whichever form will have to pay income tax.✓✓ (4)
[40]

QUESTION 5

5.1
- Production era:✓ During this era, marketers thought that customers would buy products just because they were available. The focus was on production.✓ Marketers aimed to produce as many products as possible, regardless of whether consumers needed them or not.✓ Management was just worried about solving production problems.✓
- Sales era:✓ It lasted from the 1920s to the 1950s. Marketers and management realised that just having products was not enough.✓ A special effort was needed to promote and sell products.✓ The increase in products also helped to change the thinking.✓
- Marketing era:✓ During this era, consumers became more sophisticated and wealthier, and the variety of competing products increased even further.✓ The emphasis shifted to focus on the quality of products as well as the needs of consumers.✓ Marketers and management realised that products should be developed to suit consumers' needs, and this should be communicated to consumers.✓ (12)

5.2
- Promoting a company image
- Creating a stable demand
- Differentiating products from those of competitors
- Differentiating product features and benefits
- Ensuring customer retention and loyalty
- Motivation of staff (Any 5 × 2) (10)

5.3
- Inherent venture risk
- Incident risk
- External venture risk
- Venture process risk
- Information and decision-making risk (Any 4 × 2) (8)

5.4
- Prepare
- Know your business.
- Have knowledge of finance issues.
- Learn to manage people effectively.
- Entrepreneurial transition
- Trade association
- Networking
- Business plan
- Research (Any 4 × 2) (8)

5.5
- State of the economy
- Legislation
- Competition
- Proximity to customers
- Availability of skilled labour
- Government support of small business (Any 4 × 1) (4)

5.6 Contract can be defined as any agreement, binding in law,✓ whereby two or more parties obtain rights and incur obligations.✓ (2)

5.7
5.7.1 True
5.7.2 True
5.7.3 False
5.7.4 True
5.7.5 True
5.7.6 True
5.7.7 True
5.7.8 True
5.7.9 True
5.7.10 False

(10 × 1) (10)
[54]

QUESTION 6

6.1 6.1.1 Advertising: Put an advertisement in a newspaper or magazine like *Getaway* or *GSA*.

6.1.2 Sales promotion: Stay for three nights get a fourth night for free. Family special of 28% discount (any applicable example)

6.1.3 Sponsorship: Sponsor a table at the Two Oceans Marathon, or sponsor a school athletics day (any applicable example)

(3 × 2) (6)

6.2
- People are influenced towards a marketing culture. Many people view marketing as a waste of time and money. However, successful marketing leads to profit.
- Company competitiveness is ensured: knowing what your competitors are up to, keeps a business on its toes.
- Job satisfaction levels are ensured: effective marketing brings customers to your business, staff are kept busy, and profit will increase.
- Overall business processes run smoothly: marketing helps the company to make money and when a company is profitable, there is enough money to pay all the bills and to buy the equipment they need to function efficiently.
- Customer needs are met: customers buy products or use services that satisfy their needs. If they are satisfied with their purchases, they will likely return for a repeat purchase in future. (5 × 2) (10)

6.3
- Autocratic attitude:✓ Not open to constructive criticism. Prevents individuals from giving their input or ignores their input.✓
- Perfectionism:✓ When a manager is caught up in his own task and doing it in his or her own way, no other manner is acceptable to him or her.✓
- External focus control:✓ An entrepreneur who blames all failures and setbacks on so-called 'factors beyond his or her control'.✓
- Know-it-all:✓ An entrepreneur who refuses assistance or guidance from others.✓
- Invulnerability:✓ Entrepreneurs need to be realistic about the impact of external and internal environment factors such as customers.✓ (Any 3 × 2) (6)

6.4 6.4.1 The tourism market fluctuates between low and high seasons, for instance during school holidays, or between winter and summer months.

6.4.2 This has a direct impact on international tourism because the cost of travel will change, causing fewer tourists to visit the country.

(2 × 2) (4)

[26]

TOTAL: 180

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