higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

TOURISM OPERATIONS
NQF LEVEL 3

(11011073)

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

This question paper consists of 8 pages.

413Q1N2216

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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. Start each section on a new page.
5. Use only a black or blue pen.
6. Write neatly and legibly.

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QUESTION 1

Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–G) next to the question number (1.1–1.7) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1	Survey	A	when a company gives money to support a specific event or a campaign
1.2	Mandatory grants	B	money used to buy assets with and to start the business from scratch
1.3	Personal selling	C	a special offer that lasts for a limited period only
1.4	Close corporation	D	used to get information about aspects
1.5	Organogram	E	a company owned and managed by up to 10 members
1.6	Start-up capital	F	cash payments that are compulsory or laid down by law
1.7	Sponsorship	G	a diagram showing the relationship between all the positions of people working in an organisation

(7 × 1) **[7]**

QUESTION 2

Various options are given as possible answers to the following questions. Choose the correct answer and write only the letter (A–D) next to the question number (2.1–2.10) in the ANSWER BOOK.

2.1 A/An ... is the one who is most aware of the others in the team, their needs and concerns

A Shaper
B Implementer
C Completer
D Team worker

2.2 A statement reflecting how much your business earns and how much it spends:

A Cash-flow statement
B Stock turnover
C Check statement
D None of the above

2.3 … is applicable to larger employers who pay a levy of 1% of their payroll for education and training in the sector.

A Value-added tax
B Provisional tax
C Employees' tax
D Skills development levy tax

2.4 The product life stage during which no one knows about the product and advertisements are used to attract attention to it and give information about it is called the …

A Decline stage.
B Growth stage.
C Maturity stage.
D Introduction stage.

2.5 Profit is calculated by doing the following:

A Income minus expenses
B Expenses minus income
C Income plus expenses
D Expenses plus income

2.6 This is a public company which tailors investment and value-added solutions to meet the specific needs of independent entrepreneurs.

A Business partners
B Industrial Development Corporation
C Department of Trade and Industry
D Umsombomvo Youth Fund

2.7 Being ambitious as an entrepreneur is a/an …

A personality trait.
B skill.
C value.
D aptitude.

2.8 … consists of a small number of individuals (usually 3 to 12) who frequently participate together in activities, and usually meet socially.

A Group dynamics
B Informal group
C Work team
D Formal group

2.9 During the evolution of integrated marketing communication, the focus shifted from production to selling. This is called the … era.

A production
B communication
C sales
D marketing

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2.10 This is a paid form of communication that conveys information about a product or services to potential consumers using a variety of media.

A Sponsorship
B Sales promotion
C Advertising
D Public relations

(10 × 1) **[10]**

QUESTION 3

Restaurants and food service businesses were among the first economic role players severely impacted by the COVID-19 pandemic. Dining-in restaurants virtually stopped overnight in cities and states as social distancing guidelines took effect. While many businesses tried to 'retool' and adapt to the new realities, many others are continuing to suffer from this unprecedented fallout. Even worse is the ongoing and unprecedented uncertainty about whether and when consumers will feel comfortable to start revisiting their local restaurants, and how many restaurants will survive this crisis.

Turner is a local businesswoman who owns a restaurant that sells a variety of African cuisines. She wants to use integrated marketing communication techniques to market her business to domestic and international visitors.

3.1 Turner would like to make use of the ATR model that is used in marketing communication.

Briefly explain to her what the ATR model of marketing entails. (3 × 2) (6)

3.2 Identify any FOUR personal attributes and strategies required for establishing a successful tourism venture. (4)

3.3 List any FIVE steps that Turner's marketing team could follow when using integrated marketing communication. (5)

3.4



Turner's restaurant has a most unique variety of dishes. In most cultures, food is a way for people to gather. It brings family and friends together for banquets, potlucks and holidays. Over recent years, different cuisines have taken on a new popularity. Most cities now have cuisines spanning all corners of the globe, like Turner's restaurant. For new cooking ideas or restaurant options, check out some of these global cuisines.

3.4.1 Using the above advertisement, explain the AIDA principle of marketing. (4 × 2) (8)

3.4.2 What is the objective of this advertisement? (2)

3.5 List any FIVE group roles in team development. (5)

3.6 Turner would like to market her restaurant and she has decided on advertising the business. Give FIVE forms of media that she can use to do her advertising. (5)

3.7 Turner would like to deliver the best possible service to her clients; she needs to follow a customer service orientation. Explain what customer service orientation means. (2)

3.8 List SIX entrepreneurial characteristics that she must have in the tourism industry. (6)

[43]

QUESTION 4

4.1 Marketing drives product awareness, cultivates brand credibility and builds trust among your target buyers and provides value to your audience in the form of information, entertainment and inspiration.

4.1.1 An advertisement is a means of communication with the users of a product or service.

Define the term *marketing*. (2)

4.1.2 Name and discuss the FOUR Ps of the marketing mix. (4 × 2) (8)

4.2 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (4.2.1–4.2.4) in the ANSWER BOOK.

4.2.1 The location of a guesthouse is very important in order for the business to succeed.

4.2.2 A guesthouse needs a liquor licence to sell alcohol to their guests.

4.2.3 The telephone is not a face-to-face method of data collection.

4.2.4 System orientation is not known as profit orientation.

(4 × 1) (4)

Since 2002, TravelPulse has been publishing industry news, in-depth editorial, dynamic video content and important supplier and destination information that has helped hundreds of thousands of travel agents succeed. The TravelPulse Daily Newsletter provides agents with timely and relevant content to keep them informed and abreast of the news while providing awareness and insights that cover the entire travel industry.

Now, with dedicated consumer content, TravelPulse is once again revolutionising the way that travel content is consumed. Through syndication partnerships with MSN, Fox News, Tribune Content Agency and other news outlets, TravelPulse reaches millions of consumers every month.

4.3 Give TWO disadvantages and TWO advantages of using equity shares as a source of finance. (8)

4.4 TravelPulse needs support from other institutions to be able to grow and become a big company.

List FIVE companies or institutions that will be able to give TravelPulse the necessary support. (5)

4.5 What is a business plan? (2)

4.6 List SEVEN basic elements that must be covered in a business plan. (7)

4.7 Differentiate between the start-up capital and income tax. (4)
[40]

QUESTION 5

5.1 Explain how marketing has evolved (changed) over the past decades. Provide an example to substantiate each era. (4 × 3) (12)

5.2 One of the objectives of integrated marketing communication is to inform tourists about your product. What are the other FIVE objectives? (5 × 2) (10)

5.3 Suggest FOUR risks associated with being an employer in the tourism industry. (4 × 2) (8)

5.4 Name FOUR measures that an entrepreneur can take to avoid pitfalls. (4 × 2) (8)

5.5 Name FOUR external factors that can affect the growth potential of a business. (4)

5.6 Define a *contract*. (2)

5.7 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (5.7.1–5.7.10) in the ANSWER BOOK.

5.7.1 Teamwork entails that all the members of a team work together to reach a goal.

5.7.2 One of the roles of entrepreneurship is to create jobs in South Africa during a pandemic.

5.7.3 The marketing department must function on its own. It does not need input from any other department in a company.

5.7.4 One of the roles of marketing communication is to promote the image of the company.

5.7.5 Having a marketing culture ensures that the company will stay competitive.

5.7.6 Advertising is a paid form of communication that informs customers about a product or services offered by a specific company.

5.7.7 The four Ps of marketing are product, price, place and personnel.

5.7.8 The acronym MICE stands for meetings, incentives, conferences and events.

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5.7.9 All SMMEs must register with SARS for tax purposes.

5.7.10 A short-term goal would be longer than a year.

(10 × 1) (10)
[54]

QUESTION 6

6.1 A tourism business owner markets the business using combinations of techniques. Provide practical examples referring to a hotel.

6.1.1 Advertising

6.1.2 Sales promotion

6.1.3 Sponsorship

(3 × 2) (6)

6.2 Bohlale is a local businessman who wants to learn more about the marketing culture. Suggest and explain to Bohlale FIVE benefits of instilling a marketing culture in oneself. (10)

6.3 Explain THREE possible shortcomings that Bohlale may experience as an entrepreneur. (6)

6.4 Explain the following risks that Bohlale may face as an entrepreneur:

6.4.1 Seasonality of the tourism market.

6.4.2 The fluctuation in the rand.

(2 × 2) (4)
[26]

TOTAL: 180

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