higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

TOURISM OPERATIONS
NQF LEVEL 3

(11011073)

9 March 2018 (X-Paper)
09:00–12:00

This question paper consists of 9 pages and 1 addendum.

NCV

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. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–K) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1.1	Posters	A	company that produces a similar product
1.1.2	Marketing orientation	B	develop an attitude of always ensuring that the business is promoted through different types of marketing
1.1.3	Competitor		
1.1.4	Marketing culture	C	objective of marketing is to satisfy consumer needs
1.1.5	Souvenir	D	a large printout used for marketing purposes
1.1.6	Marketing		
1.1.7	Principal	E	breaking of marketing into similar groups
1.1.8	Survey	F	character or reputation of a business presented to consumers
1.1.9	Image		
1.1.10	Target market	G	questionnaires filled in to ascertain the feasibility of a product or business
		H	a particular group of consumers which a product is aimed for
		I	direct supplier of a tourism product, for example South African Airlines
		J	all activities and techniques used to inform potential customers about a product or service
		K	something a tourist takes home as a reminder of his/her holiday, for example a T-shirt

(10 × 1) (10)

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1.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

1.2.1 Public relations involve managing the good image of the company.

1.2.2 Human resources are associated with managing the people working in a business.

1.2.3 Strategy refers to the ways and means of robbing consumers.

1.2.4 The operations department deals with the day-to-day activities of a company.

1.2.5 The marketing department of a company must structure its marketing according to the budget of the company.

1.2.6 The aim of marketing is to mislead the public.

1.2.7 In the tourism industry, market segmentation may be based on age, gender, lifestyle, as well as the reason for travel.

1.2.8 The product life cycle refers to the phases or stages a product goes through.

1.2.9 The four Ps of marketing are product, price, place, production.

1.2.10 Branding is used to identify and promote the image of products.

(10 × 1) (10)

1.3 Give ONE term for each of the following descriptions. Write only the term next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

1.3.1 The different elements of marketing

1.3.2 The breaking up of the market into smaller groups that share similar characteristics

1.3.3 Tourism Indaba in Durban is a good example of this type of marketing tool

1.3.4 When a better and cheaper product than a competitors' product is delivered

1.3.5 Being fulfilled in a job position

1.3.6 All members work together

1.3.7 No legal registration is required for this type of business

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1.3.8 Recruiting and appointing staff members in this department

1.3.9 A short, catchy phrase used in advertising

1.3.10 The marketing model that involves awareness, trial and reinforcement

(10 × 1) (10)
[30]

QUESTION 2

2.1 Discuss the following marketing objectives of advertising:

2.1.1 Awareness

2.1.2 Trial

2.1.3 Reinforcement

(3 × 2) (6)

2.2 When marketing is done it will depend on the life cycle stage of the business. Explain the following FOUR phases of the product life cycle:

2.2.1 Introduction stage

2.2.2 Growth stage

2.2.3 Maturity stage

2.2.4 Decline stage (4 × 2) (8)

2.3 When a tourism agent advertises a holiday package at Sun City, it must contain all the information about the holiday at this resort.
Give the purpose of each of the following components of the AIDA principle when an advertisement is designed:

2.3.1 Attention

2.3.2 Interest

2.3.3 Desire

2.3.4 Action

(4 × 2) (8)

2.4 A guide that gives comments to paying customers must be registered with DEAT. What does the abbreviation *DEAT* stand for? (2)

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2.5 Briefly explain the following integrated marketing communication techniques:

2.5.1 Public relations

2.5.2 Sales promotion

2.5.3 Event marketing

2.5.4 Advertising

(4 × 2) (8)

2.6 Various integrated marketing communication tools can be used to communicate a product or service effectively.

2.6.1 Give FOUR examples of print media. (4)

2.6.2 You are the receptionist working for the Elangeni Sun Hotel Group.

Which FOUR skills or techniques should you have to provide excellent service? (4)

[40]

QUESTION 3

3.1 Explain *market segmentation*. (2)

3.2 A person can be more of an intra- than an entrepreneur.
In order to differentiate between the terms, define the following:

3.2.1 An intrapreneur

3.2.2 An entrepreneur

(2 × 4) (8)

3.3 Explain FIVE personality attributes of an *entrepreneur*. (5 × 2) (10)

3.4 What does the acronym *SWOT* stand for? (4)

3.5 Refer to the attached ADDENDUM A and answer the following questions:

3.5.1 How did Andrew earn an income when he was 10 years old? (2)

3.5.2 What did Andrew study at the Vaal University? (2)

3.5.3 When he sold food at school, what passion did he realise? (2)

3.5.4 What advice does Andrew give regarding strengths and weaknesses? (4)

3.5.5 Where can entrepreneurs seek funding? (2)

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3.6 A strategy for effective teamwork comprises various elements.

Explain the following TWO elements:

3.6.1 A clear common goal

3.6.2 Commitment to the common goal

(2 × 2) (4)
[40]

QUESTION 4

4.1 List FIVE skills that are required to open each of the following tourism businesses:

4.1.1 Bed and breakfast (accommodation)

4.1.2 Travel agency (home-based)

4.1.3 Restaurant (hospitality – food and beverage)

(3 × 5) (15)

4.2 Name THREE internal risks an entrepreneur must deal with. (3)

4.3 Name THREE external risks an entrepreneur must deal with. (3)

4.4 Capital is required to start and run any business.

Explain the following:

4.4.1 Start-up capital

4.4.2 Working capital

(2 × 5) (10)

4.5 Precious Khumalo completed Tourism NCV Level 4 and decided to open her own home-based travel agency. Her lecturer advised her that she should first conduct a survey to establish whether there is a demand for a travel agency in her area.

Precious designed and printed questionnaires. She went to the local shopping mall and handed out these questionnaires. With the assistance of her friends, she managed to complete 100 questionnaires from shoppers at the mall. They also questioned about 400 people face-to-face about the need for a travel agency.

After examining the survey questionnaires, Precious concluded that there was indeed a need for a travel agency.

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4.5.1 Name the TWO methods Precious used to conduct the survey. (2)

4.5.2 Briefly explain the following TWO alternative survey methods:

(a) Telephone survey

(b) Postal survey

(2 × 3) (6)

4.5.3 Why do you think the lecturer advised Precious to conduct a survey? (1)

[40]

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QUESTION 5

5.1 To start a business, you must decide on the type of business. The law prescribe the requirements for each type of business.

Briefly define each of the following business types:

5.1.1 Sole trader/Proprietor

5.1.2 Partnership

5.1.3 Close corporation

5.1.4 Company

(4 × 4) (16)

5.2 Write out the following acronyms in full:

5.2.1 SARS

5.2.2 SETA

5.2.3 VAT

(3 × 1) (3)

5.3 Starting a business requires money.

Name THREE sources of personal funds an entrepreneur may utilise to start a business. (3)

5.4 Explain FOUR benefits of a business plan. (4 × 2) (8)

[30]

TOTAL: 180

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ADDENDUM A

Meet Andrew Aphane, director and shareholder at Data Electrical Instrumentation (DEI) Projects – an electrical and instrumentation company that supplies low voltage and medium electrical systems and installations.

From schoolboy success to master of his own destiny

Growing up in a small village in the North-West Province called Jericho, Andrew was left with the responsibility of being the man of the house at the age of ten after his father passed away.

This left him and his mother without a source of income, forcing Andrew to find a way to make ends meet. 'I was ten years old and we needed money. So I started a small tuck shop business at my primary school. I told my mom: 'You make the food, I'll sell it at school.' Little did I realise that this was where my passion for business would begin,' says Andrew.

It was not long until Andrew's tuck shop business started to thrive, not only paying for his school fees but taking care of his own household as well. Andrew continued growing his little business through to high school, making his way to matric on an entrepreneurial spirit and the will to succeed. When the time came for tertiary education, Andrew's mother sent him to study mechanical engineering at the Vaal University of Technology.

Finding success with Zimele

A man called Neville Milller started DEI in 1990. It was a typical family business and although it had been running successfully for over two decades, growth was limited. But Andrew saw the potential.

'I met Neville when I was working at Platinum, and we got talking. I believed Zimele was a good way forward to fund and grow the business, so we started to put a business plan together,' says Andrew.

Drawing up the business plan and DD files of DEI Projects helped Neville and Andrew understand the way forward more clearly. The Sebenza Fund helped with this new direction.

'I want to thank them for helping build the success stories in our communities by giving entrepreneurs the opportunity to start their businesses. Because of them, we are well on the path to reaching our dreams.'

A lesson in entrepreneurship

Andrew believes in the power entrepreneurs hold in strengthening this nation. His advice to all looking to build their dreams is to first identify their strengths and weaknesses.

'There are so many good businesses out there where you find that the owner might be a great engineer but a poor businessman or vice versa. You need to build on your strengths and get the resources to compliment your weaknesses. This is the only way a business can truly reach its full potential – when the right people are doing the right jobs.'

When it comes to entrepreneurs looking for funding through Zimele, his advice is to find a Zimele Hub nearby, which can be found across the country, and build a sustainable and viable business plan. 'Take your business plan to them and let them help you. They are there to help and if you don't believe they can, just remember me, my dreams and my success,' Andrew concludes.

[Source: *Anglo American South Africa Enterprise Development Zimele]*

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