higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# NATIONAL CERTIFICATE (VOCATIONAL)

## TOURISM OPERATIONS
## NQF LEVEL 3

(11011073)

**21 November 2018 (X-Paper)**
**09:00–12:00**

**This question paper consists of 10 pages.**

NCV

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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. Write neatly and legibly.

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## SECTION A

## QUESTION 1

1.1 Give ONE term for each of the following descriptions by choosing a word or a term from the list below. Write only the word or term next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

| aptitude; mortgage loan; tenders; product knowledge; leasing; billboard; organogram; overdraft; creditors; debtors |
|---|

1.1.1 Large outdoor board used for advertisements

1.1.2 Knowing what a company makes or sells or what services they provide

1.1.3 A loan that you obtain from a financial institution to purchase a property

1.1.4 A diagram showing the relationships between all the positions of people working in an organisation

1.1.5 People who owe you money

1.1.6 People who you owe money to

1.1.7 Money that you borrow from a bank or financial institution

1.1.8 A natural tendency or ability

1.1.9 An offer to supply services at a fixed price

1.1.10 When you hire an asset over a long period of time

(10 × 1) (10)

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1.2 Study the advertisement below and answer the questions.




1.2.1 An advertisement is a form of marketing.

Define the term *marketing*. (2)

1.2.2 Name the FOUR P's of the marketing mix and identify each in the advertisement above. (4 × 2) (8)

Read the information below and answer the questions.

Mauritius Travel Specialists is a newly established tour operator and needs to ensure potential travellers to Mauritius are aware of their packages.

The marketer decided that it is important to use bright colours and pictures that show the relaxing atmosphere in Mauritius on all their advertisements.

The manager invited 10 travel agents from across South Africa on an educational trip to experience their packages first hand. Hopefully after this experience they would recommend it to potential customers.

They are further planning to send e-mails on all specials and upgrades at their resorts to customers on a regular basis, as they feel it is important to keep in contact with customers.

1.2.3 What does ATR stand for? (1)

1.2.4 Explain in detail how Mauritius Travel Specialists applied the ATR model. (9)

**[30]**

## QUESTION 2

2.1 Boya is a young, creative, energetic youth who has just passed Level 4 Hospitality. He has opened a food stall in the CBD area. He believes that if he works hard, he would make a success of his business. His goal is to open his own restaurant one day.

2.1.1 Would you qualify Boya as an entrepreneur or an intrapreneur? Motivate your answer. (3)

2.1.2 Identify THREE characteristics evident in Boya that will help him to make a success of his business venture. (6)

2.1.3 Boya would need capital to start a business. He read in an article that a person needs start-up capital as well as working capital.

Differentiate between *start-up capital* and *working capital*. (4)

2.1.4 Indicate whether the following statements are START-UP CAPITAL or WORKING CAPITAL. Choose the answer and write only 'Start-up capital' or 'Working capital' next to the letter (a–e) in the ANSWER BOOK.

(a) Telephone bill
(b) Purchasing a stove
(c) Advertising
(d) Purchasing cooking utensils

(4 × 1) (4)

2.1.5 Boya's business is an example of a sole trader.

(a) Discuss ONE advantage and ONE disadvantage of this type of business. (4)

(b) Briefly explain what a sole trader is. (2)

2.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (2.2.1–2.2.7) in the ANSWER BOOK.

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

2.2.2 Marketing via the internet is an example of direct marketing.

2.2.3 UIF stands for Unemployment Insurance Fund.

2.2.4 An increase in the interest rate is an internal risk for a business/ entrepreneur.

2.2.5 The acronym MICE mean Meetings, Incentives, Conferences and Expos.

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2.2.6 For effective teamwork, everybody in the team should be clear on what their roles and responsibilities are.

2.2.7 Vehicles and buildings are examples of variable assets.

(7 × 1) (7)
**[30]**

**QUESTION 3**

Read the scenario below and answer the questions.

Sipho is the manager of Euro Tours. Euro Tours focus on planning tours for foreigners coming to South Africa. They have five bus drivers, five tour guides and a few tour consultants employed.

Sipho is a real people's person that has a lot of patience with the customers, and always ready to fulfil their needs. He has an extensive knowledge of the history, culture, fauna and flora of South Africa. With this knowledge, Sipho likes to tell stories of South Africa's past.

Sipho believes as the manger he should motivate the staff to be creative and innovative. They have regular meetings to discuss the tasks and responsibilities of each employee.

He only employs staff that have the necessary skills and knowledge to make a success of the business.

3.1 Identify THREE points that Sipho implemented in his business to enhance group dynamics from the scenario above. (6)

3.2 Briefly explain to Sipho the FOUR stages of team development. (12)

3.3 Indicate whether the following statement is TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (3.3) in the ANSWER BOOK. Motivate your answer by quoting from the scenario.

Sipho can be classified as an outbound tour operator. (3)

3.4 Sipho's dream is to expand his business in 10 years to also cater for locals who wants to travel to Europe and the USA.

3.4.1 Is this an example of a short-, medium- or long-term goal? (1)

3.4.2 Assist Sipho to compile ONE short-term goal for his business. (2)

3.5 Identify FOUR skills that Sipho has that is necessary for a tour operator. (4)

3.6 Differentiate between a *wheels operator* and a *tour broker*. (2)
**[30]**

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**QUESTION 4**

Study the advertisement below and answer the questions.

# GRAND OPENING

**DON'T DELAY CALL TODAY!!!**



## Sunshine Travel & Tours

**Escape the hustle and bustle of each day, and break away on a well-deserved holiday!!**

**Book and pay before end Nov 2018 and qualify for 20% discount on all flights to Europe!!**





**For reservations: Tel: 021 923 6745 / res.sunshinetravel@telkom.co.za**

4.1 All products go through different stages or phases, which is referred to as the product life cycle.

Briefly explain the FOUR stages of the product life cycle. (8)

4.2 Identify in which stage of the product life cycle the advertised product is. Motivate your answer. (3)

4.3 Explain how the AIDA principle has been implemented in this advertisement. (4 × 2) (8)

4.4 Analyse the following scenarios and name the component of the marketing concept that is used in each.

4.4.1 It is important for Kulula airlines to provide low-cost airfares for consumers. Fancy meals are not one of their priorities.

4.4.2 The Sandton Sun Hotel is a five-star hotel. The manager always ensures that all their advertising material is glossy paper to reflect the quality and standard of their product.

4.4.3 The Southern Sun Newlands Hotel has launched a GO GREEN project. The protection of the environment is very important to them. They urge customers not to throw their towels in the wash each day if staying for two or three nights.

(3 × 2) (6)

4.5 Name FIVE purposes of integrated marketing communication. (5)

**[30]**

**QUESTION 5**

5.1 Read the scenario below and answer the question.

John is planning to open a pizza shop in town, as there is currently only one pizza shop. He knows that the location of a business is extremely important for the success of the business.

During his search for premises he found two possible options.

Site 1 is situated 15 km outside town. It is a huge site, thus there will be enough space for a parking area. With the site being outside town, he will not be able to do deliveries.

Site 2 is is centrally located in town near a well-established shopping mall, therefor there are ample parking available. If he decides on this option, he would also be able to do deliveries in town.

Suggest the most suitable site for John's business by referring to all important factors and comparing the two available sites. (5 × 3) (15)

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5.2 You are employed at Global Travel and Events as their marketer. The manager asked you to compare the advantages and disadvantages of the different marketing communication tools.

5.2.1 Complete the TABLE below. Write only the answer next to the question number (5.2.1(a)–5.2.1(l)) in the ANSWER BOOK.

| TECHNIQUE/ TOOL USED | EXAMPLE | ADVANTAGE | DISADVANTAGE |
|---|---|---|---|
| (a) | Telephone selling | Marketing is directed at a specific person. | (b) |
| Radio and TV | (c) | | (d) |
| (e) | Launching of a new product or sponsorship | Attract large numbers of people; easy advertising | The PRO must be competent to efficiently promote the image of the business. |
| Exhibitions | (f) | Networking opportunities | (g) |
| Personal selling | (h) | (i) | Poor communication and lack of product knowledge will not lead to sale |
| Electronic media | (j) | (k) | Not all people are computer literate |
| Print | Advertisement in the Getaway magazine | (l) | People throw it away easily. Don't reach the target market if advertised in the wrong magazines. |

(12 × 1) (12)

5.2.2 You want to promote new destinations and tours on offer.

Which IMC tool would you use? Motivate your answer. (3)

**[30]**

## QUESTION 6

6.1 Julia is employed at the Royal Hotel in the financial department. Her duties involve setting and managing the budget.

What is the duty of each of the following departments:

6.1.1 Operations Department

6.1.2 Human Resource Department

(2 × 2) (4)

6.2 The hotel has bought stock for their restaurant at R6 000. They work on a profit mark-up of 20%.

6.2.1 Determine the input VAT. (3)

6.2.2 Determine the purchase price of the goods. (3)

6.2.3 Determine the output VAT on the selling amount. (4)

6.2.4 Calculate the amount payable to SARS. (2)

6.3 As a financial clerk you have to draw up financial statements.

6.3.1 Differentiate between an *income statement* and a *balance sheet*. (2)

6.3.2 Indicate whether the following will be classified as FIXED or VARIABLE expenses. Choose the answer and write only 'Fixed' or 'Variable' next to the letter (a–d) in the ANSWER BOOK.

(a) Water and electricity
(b) Advertising costs
(c) Fuel for the shuttle bus
(d) Salaries and wages (4 × 1) (4)

6.4 The Royal Hotel is an excellent example of a service industry.

6.4.1 Name THREE examples of good service in the hotel. (3)

6.4.2 The hotel should ensure that customers are satisfied with their service. Therefore, they have decided to place questionnaires in each hotel room to get feedback from customers.

Compile FIVE questions to include in the questionnaire. (5)
**[30]**

**TOTAL: 180**

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