higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

TOURISM OPERATIONS
NQF LEVEL 3

7 December 2020

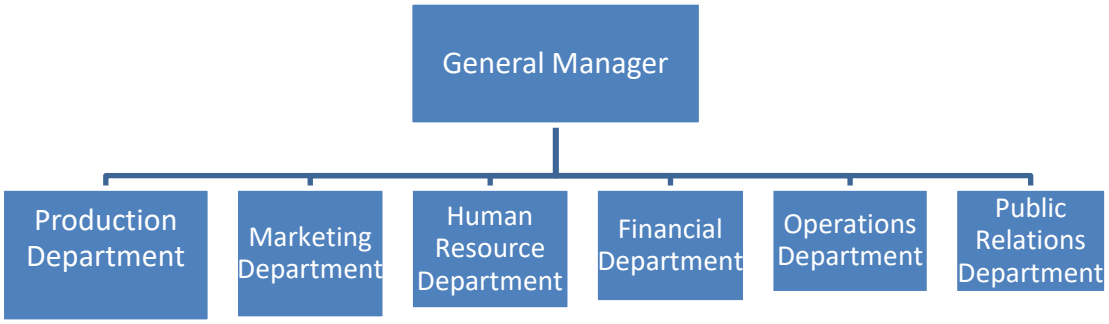
This marking guideline consists of 9 pages.

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QUESTION 1

QUESTION 1

1.1



(6)

1.2
- People are influenced to strive towards a marketing culture.
- It promotes company competitiveness.
- It enhances job satisfaction levels.
- It promotes overall business processes.
- Customer needs are met.

(5)

1.3 1.3.1
- Product – Mauritius package
- Price – From R12 275 p/p
- Place – Mauritius Travel Specialists
- Promotion – Advert in magazine, GSA, on internet, brochure, pamphlet (4 × 2)

(8)

1.3.2
- Attention – Attention is drawn with bold letters, colourful images
- Interest – Interest is created by mentioning the price and what is included
- Desire – The advert creates a desire in the customer to go to Mauritius.
- Action – This results in action. The customer can phone the tour operator or visit the website to make a reservation. (4 × 2)

(8)

1.3.3
- Awareness – The marketer is trying to make the customer aware of the product available in Mauritius.
- Trial – Refers to a process of testing out a product or service. In tourism, this is not always possible.
- Reinforcement – Keep on informing customers about your product, keep in contact with previous customers to try to get them to use your product again.

(3)

[30]

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QUESTION 2

2.1

ENTREPRENEUR	INTRAPRENEUR
Starts his own business	Works in a business, generates profitable ideas.
Manages his own business	Management identifies opportunities
Finds new opportunities for own business	Finds new opportunities for the existing business
Organises and controls resources to ensure a profit	Organises and controls resources to ensure a profit for the existing business
Has the knowledge and skills to sell or produce a product for a specific market	Chooses to have the security of earning a regular salary
Has enough money to run his own business	Prefers to leave risk taking for management

(7 × 2) (14)

2.2

- Prepare a good business plan. – This provides the entrepreneur with the opportunity to do research on the business.
- Know your abilities. – Being aware of your own skills, limitations and attributes.
- Have knowledge of financial issues. It is important to be able to keep good record of income and expenses, and compile budgets.
- Learn to manage people effectively. As the manager of the business, you need to have good personal relationships with your staff, in order to motivate them.
- Entrepreneurial transition – Focusing your attention on the business and knowing when to give more responsibilities to staff.
- Networking – keeping in contact with similar businesses.
- Trade associations – will provide assistance and knowledge regarding legal requirements that must be met. (7 × 2) (14)

2.3

- Incompetent management
- Poor financial planning
- Lack of experience
- Poor financial control
- Personal factors (Any 2 × 1) (2)

[30]

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QUESTION 3

3.1
3.1.1 False
3.1.2 True
3.1.3 False
3.1.4 False
3.1.5 True

(5 × 2) (10)

3.2
- Confidence in their ability to succeed
- Willingness to take moderate risks
- Desire for responsibility
- Energy
- The urge to achieve
- An ability to identify good opportunities
- Organising skills
- Desire for immediate feedback (Any 5 × 1) (5)

3.3 Integrated marketing is marketing that involves using different methods or techniques to achieve results. (1)

3.4
3.4.1 Sales era
3.4.2 Marketing era

(2 × 2) (4)

3.5
- 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
- Ensuring customer retention and loyalty
- Motivating the staff (5 × 2) (10)

[30]

QUESTION 4

4.1 4.1.1 Input VAT – the VAT paid by a business to its suppliers when they purchase goods that they are going to sell in their business.

Output VAT – the VAT paid by a customer to a business when they purchase goods or services from the business (4)

4.1.2 R15 000 x 15% = R2 250 (3)

4.1.3 R15 000 x 120 ÷ 100 = R18 000 (2)

4.1.4 R18 000 x 15% = R2 700 (3)

4.1.5 R2 700 – R2 250 = R450 (2)

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4.1.6
- Copy of his identity document
- A letter from the bank confirming his banking details
- Proof of registration of the business
- Proof that the turnover exceeds R20 000 per year in the case of voluntary registration
- Proof that the turnover exceeds R300 000 per year in the case of compulsory registration (4)

4.2 4.2.1 Company
4.2.2 Partnership
4.2.3 Sole trader / proprietor
4.2.4 Close corporation
(4 × 2) (8)

4.3
- Provisional tax
- Employee's tax
- Income tax
- Value-added tax
- UIF – Unemployment Insurance Fund
- WCA – Workers compensation (Any 4 × 1) (4)

[30]

QUESTION 5

5.1
- Brings a sense of security
- Brings loyalty and trust between members
- Strengthens the morale of the team members (3 × 2) (6)

5.2 'Teamwork is the ability to work together towards a common vision. The ability to direct individual accomplishments towards organisational objectives. It is the fuel that allows common people to attain uncommon results.' (2)

5.3
- Coordinator – has a clear view of the objectives of the team
- Shaper – full of drive to make things happen in the team
- Planter – has original ideas
- Resource investigator – has the strongest contacts and networks, brings new information to the team
- Implementer – well-organised and effective at turning ideas into manageable tasks
- Team worker – most aware of the others in the team, their needs and concerns
- Completer – drives the deadlines and makes sure they are achieved
- Monitor evaluator – good at seeing all options
- Specialist – provides his skills and knowledge, is very dedicated and single-minded (4 × 2) (8)

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5.4
- Be responsible for the behaviour of team members
- Assign tasks to members
- Control the size, quality, qualifications and skills of the group
- Co-opt members with knowledge and skills to perform certain tasks
- Give direction to the activities of the group
- Encourage participation by the members
- Summarise proceedings of the tasks (5 × 2) (10)

5.5
- Forming
- Storming
- Norming
- Performing (4)

[30]

QUESTION 6

6.1
6.1.1 C
6.1.2 D
6.1.3 A
6.1.4 E
6.1.5 B

(5 × 2) (10)

6.2 6.2.1
- Consultant 2 is busy with a private call during working hours.
- Both agents ignore Connie. (2 × 2)

(4)

6.2.2
- Connie will take her business somewhere else.
- She will not return for future business.
- She would not recommend Sunset Travel to friends and family.
- Sunset Travel will lose customers.
- Sunset Travel will lose business. (Any 2 × 1) (2)

6.2.3
- Product knowledge
- An ability to deal with problems
- Communication skills
- Identifying customer needs
- Dealing with crisis situations
- Knowledge of company procedures (Any 4 × 1) (4)

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6.3 6.3.1 Marketing can be defined as all activities and techniques used to inform potential consumers about a product or service and convince them to buy it (Any relevant answer) (2)

6.3.2
- To meet the needs of the consumer
- To promote a product or service
- To ensure that the business makes a sale in order to make a profit (3 × 2) (6)

6.3.3 To break up the market into smaller groups that share certain similar characteristics, for example breaking up the market according to gender or age. (2)

[30]

TOTAL: 180

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