higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1470**(E)**(M30)H
JUNE EXAMINATION

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N4

(5140184)

30 May 2016 (X-Paper)
09:00–12:00

OPEN-BOOK EXAMINATION

Students are allowed to bring the following into the examination room: student portfolios, textbooks, notes, assignments, GSA, travel brochures and TWO dictionaries.

Electronic dictionaries may NOT be used.

GENERAL STUDIES

This question paper consists of 10 pages and 1 addendum.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
TOURISM COMMUNICATION N4
TIME: 3 HOURS
MARKS: 200

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. There are FIVE questions of 40 marks each. The grand total is 200 marks.
5. ALL the questions are tourism related. The answers must reflect the situation in the tourism industry.
6. Provide factual and relevant answers. Be specific. No marks will be earned with meaningless and vague answers.
7. Do NOT copy general answers from the textbook.
8. Start each question on a NEW page and rule OFF on completion of the complete answer.
9. Leave a line open between the answers to the short questions.
10. Read the background information carefully and base your answers where possible on that information.
11. Only material handed out in the examination venue may be used. You are not allowed to use paper or pictures you may have in your resource material.
12. The necessary addenda, needed, are included and it is the responsibility of the candidate to staple them to the inside front page of the ANSWER BOOK.
13. Write neatly and legibly.

GENERAL STUDIES

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QUESTION 1: THE COMMUNICATION PROCESS

Lebo Mashaba, aged 25, is a consultant at Travel Options who specialise in tours for younger travellers who want to take a gap year after school to travel and work their way around the world.

1.1 Peter phoned Lebo to enquire in English about the cost of flights to Kenia. The phone connection was very poor and noisy. She promised to phone him with the information needed.

Using the information given in this scenario, illustrate the communication process in a diagram and indicate the seven different elements that the communication process consists of. One mark will be given for the correct layout of the diagram. (8)

1.2 Lebo is aware that communication barriers could have a negative effect on the communication with the client. Match the correct type of barrier in COLUMN B with the example given in COLUMN A. Write only the letter (A–E) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

COLUMN A		COLUMN B
1.2.1	Lebo cannot understand it that people do not study directly after completing grade 12 and prepare themselves for a career	A physiological barrier B semantic barrier C psychological barrier D perceptual barrier E physical barrier
1.2.2	The static noise on the phone makes it difficult to follow the client's conversation	
1.2.3	Lebo has a migraine and has difficulty in concentrating on what the client is saying	
1.2.4	The client is so shy, that she has difficulty in expressing her needs	
1.2.5	The client is using words and terms that Lebo has never heard before	

(5 x 1) (5)

1.3 There are four basic categories of communication.

Name these FOUR categories and give a tourism-related example of each category. (4 x 2) (8)

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1.4 Explain how the consultants at Travel Options can use the following forms of non-verbal communication effectively.

1.4.1 Music

1.4.2 Kinesics

1.4.3 Colour

(3 x 2) (6)

1.5 The space around people can be divided in four different zones.

Name the FOUR zones and briefly describe each. (4 x 2) (8)

1.6 The following terms and abbreviations are commonly used in the travel industry.

Explain or give the full wording of each one of them:

1.6.1 Jet lag

1.6.2 WHO

1.6.3 SAA

1.6.4 ACSA

1.6.5 Visa

(5 x 1) (5)
[40]

QUESTION 2: SUCCESSFUL HUMAN RELATIONS

2.1 Lebo Mashaba regards herself fortunate to work for a company where the focus of the management is on the needs of the employees. There is a childcare centre for infants, regular social functions for the staff and incentives for hard work.

2.1.1 Define *motivation.* (3)

2.1.2 Do you think employees in this company are motivated to work hard?

Give TWO reasons to motivate your answer by referring to the given scenario. (1 + 2) (3)

2.1.3 Give a tourism-related example of *extrinsic motivation* and explain what the term means. (1 + 2) (3)

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2.2 Maslow identified five basic human needs.

Identify and name the need in each of the following situations.

2.2.1 As there was an outbreak of the Ebola virus in West Africa, you should postpone a visit to that area.

2.2.2 Thabo has enrolled now for the last of the advanced computer courses.

2.2.3 Being the manager of the company, he may now buy a Mercedes company car.

2.2.4 The staff may socialise in the cafeteria during their lunch break.

2.2.5 The cafeteria provides meals to the staff at a very affordable price.

(5 x 1) (5)

2.3 Lebo Mashaba is a consultant at Travel Options. Although she is a very beautiful, intelligent and hardworking girl, well-loved by both clients and colleagues, she feels that she is not really capable of what is expected of her, and that she needs to go on a diet. She would like to be an air hostess, but does not think anybody would employ her.

2.3.1 Does Lebo have a good, or a poor self-image? (1)

2.3.2 Which TWO dimensions of her self-image seems to be a problem? (2)

2.3.3 Give the other THREE dimensions of the self-image. (3)

2.3.4 Name FIVE characteristics of a good self-image. (5)

2.4 It is a very busy office with many clients that all need immediate, high-quality service. Lebo therefore experiences stress.

2.4.1 What is a stressor? (2)

2.4.2 Name any TWO stressors she may experience at work. (2)

2.4.3 List any FOUR typical symptoms of stress. (4)

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2.5 Indicate whether the following statements regarding acceptable ways of handling stress is TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (2.5.1–2.5.1) in the ANSWER BOOK.

2.5.1 Make use of a support group.

2.5.2 Exercise only when you feel like it.

2.5.3 Start to smoke.

2.5.4 Know how to identify stressors.

2.5.5 A regular drink after work may relieve stress.

(5 x 1) (5)

2.6 Explain the difference between *empathy* and *sympathy*. (2)
[40]

QUESTION 3: ETIQUETTE

In the tourism office, Lebo Mashaba has to face different situations with clients from different cultures, as well as with her colleagues. Therefore she should know what to do and how to behave.

3.1 At Travel Options it is expected of the employees to be well-presented at all times.

What advice should Lebo give to the new employees regarding:

3.1.1 Fresh breath

3.1.2 Clothes

3.1.3 Health

(3 x 3) (9)

3.2 Explain to Lebo what her posture should be when sitting behind her desk and dealing with clients. (3)

3.3 Which dress code should Lebo follow if she would attend:

3.3.1 A grand dinner at the opening of the new hotel.

3.3.2 The monthly staff braai.

3.3.3 The launch of the new branch of Travel Options at 18:00 where drinks and snacks will be served.

(3 x 1) (3)

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3.4 The following terms are often used in the tourism industry, and knowledge of them is necessary.

Explain what is meant by each term.

3.4.1 Brunch

3.4.2 English breakfast

3.4.3 A la carte menu

3.4.4 VIP

(4 x 1) (4)

3.5 The telephone rings in the office. Lebo answers it.

3.5.1 Give Lebo's direct words she should utter when responding to the call. (4)

3.5.2 Give her exact words when ending the call. (3)

3.6 Indicate whether the following statements in connection with etiquette are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (3.6.1–3.6.10) in the ANSWER BOOK.

3.6.1 You usually introduce someone by their first name and surname.

3.6.2 You remain seated when you meet and greet a client.

3.6.3 Notify the receptionist when you are leaving the office.

3.6.4 Very short minis are acceptable office wear.

3.6.5 You may make as many private calls as required, from the office.

3.6.6 A formal invitation is issued in the third person.

3.6.7 When receiving an invitation, you should respond within 48 hours.

3.6.8 As long as you can reach an item, you can stretch over the table.

3.6.9 A lady may NEVER pour wine for herself.

3.6.10 The guests of honour must be allowed to leave first at the end of a reception.

(10 x 1) (10)

3.7 Give Lebo FOUR hints on personal grooming that she should adhere to. (4)

[40]

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QUESTION 4: INTER-CULTURAL COMMUNICATION

As Lebo is working in an office dealing with the travel needs of international tourists, she must have knowledge of different cultures to be able to serve these clients effectively.

4.1 Explain the following problems in inter-cultural communication and give a tourism-related example of each to explain it.

4.1.1 Ethnocentricity

4.1.2 Stereotyping

4.1.3 Prejudice

4.1.4 Perception

(4 x 3) (12)

4.2 Identify the element of culture by selecting a description from COLUMN B to match the element in COLUMN A. Write only the letter (A–F) next to the question number (4.2.1–4.2.6) in the ANSWER BOOK.

COLUMN A		COLUMN B	
4.2.1	Norms	A	the national flag of that country is draped around the winner at the Olympic games.
4.2.2	Beliefs		
4.2.3	Values	B	the French air-kiss in greeting
4.2.4	Ideas and customs	C	Indians wear white in mourning
4.2.5	Attitudes	D	you should be punctual for all your meetings
4.2.6	Symbols	E	vultures, almost extinct, should be protected
		F	South Africans have different loyalties regarding the parties in conflict in Israel

(6 x 1) (6)

4.3 Define the term *culture.* (3)

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4.4 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (4.4.1–4.4.5) in the ANSWER BOOK.

4.4.1 Kinesics is a form of non-verbal communication.

4.4.2 Kinesics are interpreted the same in all cultures.

4.4.3 Lebo shares the intimate zone with her colleagues.

4.4.4 When dealing with a client on the other side of your desk, you are sharing the personal zone.

4.4.5 Proxemics differs from culture to culture.

(5 x 1) (5)

4.5 'I have to spoon-feed the new agent.'

Use the sentence above to indicate the:

4.5.1 Denotative meaning (2)

4.5.2 Connotative meaning (2)

4.5.3 Should you rather use the connotative or the denotative meaning when dealing with clients? (1)

4.6 Name THREE reasons why English is the logical language choice in the South African Tourist industry. (3)

4.7 Discuss each of the following that may cause problems in inter-cultural communication:

4.7.1 Social behaviour and manners

4.7.2 Perception of time and punctuality

(2 x 3) (6)
[40]

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QUESTION 5: WRITTEN COMMUNICATION

5.1 Internal memorandum (20)

The manager, Mr Obed Maupi, realised that, because of the economic situation, many people who frequently travelled overseas, are looking for more affordable domestic opportunities. Therefore he sends a memorandum to all the staff of a brain storming to be held on Saturday 14 November from 09:00 - 16:00 in the boardroom to compile new packages. He expects all staff members to attend. Lunch will be served.
He wants you to come with proposals regarding ideas for theme cruises along the South African coast, new and various flight-accommodation and car-hire options, hiking tours, walking tours to various theme-related sites in cities or any other options. Any new travel option idea would be explored.

Use the attached ADDENDUM to draw up this memorandum as if you are Mr Maupi, the manager.

5.2 Letter of goodwill

Mr Obed Maupi used to be a senior consultant at Travel Options. He was promoted to manager of this office from 1 November 2015. It was a well-deserved promotion, as he is hardworking, trustworthy, well-organised and has excellent people skills. He was also often named consultant of the month with the highest amount of sales to his credit.

Write a letter to congratulate the manager of Travel Options, Mr Maupi. You are Lebo Mashaba.

Use the address provided on the attached ADDENDUM.

Mark allocation: Layout: 4
Language: 6
Content 10 (20)

[40]

TOTAL: 200

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ADDENDUM **EXAMINATION NUMBER:** | | | | | | | | | | | | | |

PO Box 4321
JOHANNESBURG
2000

MEMORANDUM

Travel Options

To: _____

From: _____

Date: _____

Message:

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