



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE TOURISM COMMUNICATION N5

(5140195)

**3 June 2021 (X-paper)
09:00–12:00**

OPEN-BOOK EXAMINATION

**Student portfolios, textbooks, notes, assignments, GSA, travel brochures and
TWO dictionaries may be used.**

Electronic dictionaries may not be used.

This question paper consists of 10 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
TOURISM COMMUNICATION N5
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. No attempt will be made to decipher illegible handwriting.
 5. All questions are tourism related and the answers must reflect the situation in the tourism industry.
 6. Provide factual and relevant answers. Be specific as no marks will be awarded with meaningless and vague answers.
 7. Leave a line open between the answers to short questions.
 8. Only material handed out in the examination venue may be used. You are not allowed to use paper or pictures in your resource material.
 9. Write neatly and legibly.
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SCENARIO



DIRECT TRAVEL AND TOURS

We are looking for tourism students to join the Direct Travel and Tours team in Johannesburg to perform duties such as designing itineraries, handling reservation requests either by email or telephone, proactive selling of our products and services to ensure the best possible safari experience for guests and professional servicing of our dynamic Direct guests. Interested students need a basic knowledge of any of the destinations that the client promotes: Tanzania, Kenya, Zambia, South Africa, Botswana, Zimbabwe, Mozambique, Rwanda, Uganda, Reunion and Seychelles. You will also have to perform Saturday and public holiday duty on a rotation basis. The contract will only be from 1 December 2021 to 19 January 2022. If you are employed, you will get a salary, free meals and the opportunity to travel between the South African provinces. Students must be between the ages of 18 and 24 years. For more information, you may contact: Direct Travel and Tours, 34 Diagonal Street, Johannesburg, 2000, Tel: 011 123 4130.

A training and information session will be held on 29 November 2021 at this address. You have to book to attend this session. Applications must reach this office before Sunday 4 December 2020.

[Adapted from: *Careers24*, 5 October 2016]

QUESTION 1

- 1.1 You are interested in the position mentioned in the scenario, but would like more specific information about the salary, working hours and other requirements.

Formulate THREE questions to ask when you enquire about this position.



(3 × 2)

(6)

- 1.2 How would you deal with a client who is very dissatisfied and difficult about poor service offered to him/her by a colleague?

(5)

- 1.3 Define the term *conflict*.

(5)

- 1.4 Distinguish between *functional conflict* and *dysfunctional conflict* and give a tourism-related example of each.

(2 + 2)

(4)

- 1.5 What would the grounds for dismissal be in each of the following situations?

1.5.1 After training, Mpho is still unable to send an email.

1.5.2 Peter is often absent from work for long periods after a car accident.




1.5.3 John and the senior consultant do not see eye to eye and are always in conflict with one another.



1.5.4 Failure to obey the company rules.

(4 × 1)

(4)

- 1.6 Name FOUR alternative solutions management should consider instead of retrenching employees.  (4)
- 1.7 Define the term *sexual harassment*. (3)
- 1.8 Indicate the type/form of conduct/sexual harassment in each of the following situations:
- 1.8.1 Anna likes wearing very tight, revealing dresses. 
- 1.8.2 Promise the manager sexual favours to be sure of promotion.
- 1.8.3 If you are willing to sit on the manager's lap, you can be sure of advantages at this company.
- 1.8.4 Piet is often telling jokes of a sexual nature.  (4 × 1) (4)
- 1.9 Name FIVE hints to keep in mind when dealing with sexual harassment. (5)
- [40]**

QUESTION 2

2.1

You received a letter from Samuel Malele enquiring about the part time job that you created for students who would like a working holiday within South Africa's provinces. He would be able to travel after 12 December 2021 and would like more information about the duration, provinces available, transport and accommodation offered.



You are Julia Molefe, consultant from Direct Travel and Tours, 34 Diagonal Street, Johannesburg, 2000.

Write the reply to Samuel Malele's letter of enquiry, using the information and the address in the scenario. His address is 3540 Mazibuko Street, Tshiawelo Soweto, 1818.

NOTE: Start on a new page

Mark allocation

Layout: 4
Language: 6
Content: 10

(20)

2.2

A position for a junior consultant became available at Direct Travel and Tours and was advertised on 8 September 2020 in *The Star*. Apply for this position by writing the cover letter that will be attached to your CV and certificates.



You are Vusi Mabunda who obtained your Senior Certificate at Lenasia South High in 2013 and your Tourism Certificate at the Lenasia TVET College in June 2015.

Write this cover letter to explain why you regard yourself as an ideal candidate for this position. Use the address in the scenario.

NOTE: Start on a new page.

Mark allocation

Layout: 3
Language: 3
Content: 8



(14)

2.3

Vusi Mabunda was born on 14 May 1993. His ID number is 930514 5745 087. His home address is 15 Ndaba Street, Lenasia, 1827. His telephone number is 072 172 3291. He has excellent health and a Code 08 driver's licence. Vusi obtained his N6 certificate in Tourism in June 2015. He has been working at Direct Travel and Tours as junior tour guide in Mangaung during weekends since August 2015. He also worked as a waitron at his local Nandos during the previous year. He has a testimonial from the manager of the Nandos, Mr Ziyaad Naidoo, and may use Mr Piet van Zyl, his manager from Direct Travel and Tours as a reference.

Use the given information to write only the personal details section of Vusi's CV.



(6)
[40]

QUESTION 3

3.1 You are dealing with an upset client and must remain calm.

What should you remember with regard to the effective use of your voice while addressing the client? Refer to each of the following:

3.1.1 Pitch

3.1.2 Tempo 

3.1.3 Tone

(3 × 2) (6)

3.2 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (3.2.1–3.2.10) in the ANSWER BOOK.

3.2.1 An example of an open-ended question is: Would you agree to these conditions?

3.2.2 Being nervous is one of the psychological barriers during a job interview.

3.2.3 Mass media refers to radio and television only.


3.2.4 During an information interview, the interviewer is trying to obtain information from the interviewee.




3.2.5 A boardroom is suitable for 20-40 persons during the seminar.

3.2.6 The advantage of an overhead projector is that the sender faces the audience.


3.2.7 You should arrive five minutes before the scheduled time for a job interview.

- 3.2.8 The starting time of a seminar is not important.
- 3.2.9 Accommodation will be needed for the guest speakers coming from far away. 
- 3.2.10 One of the purposes of public speaking is to motivate a group. (10 × 1) (10)

- 3.3 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–E) next to the question number (3.3.1–3.3.5) in the ANSWER BOOK.




COLUMN A		COLUMN B	
3.3.1	The ocean is smooth and calm as a pond.	A	metaphor
3.3.2	Travel to the ends of the earth.	B	personification
3.3.3	The fields of Namaqualand are dancing with flowers.	C	hyperbole
3.3.4	The cheesy moon is setting in the west. 	D	sarcasm
3.3.5	Thank you for watching me struggle without offering to help.	E	simile

(5 × 1) (5)


- 3.4 The manager at Direct Travel and Tours must prepare a motivational speech to give to staff.
- 3.4.1 List THREE ways in which he can create a catchy introduction. (3)
- 3.4.2 Name THREE ways in which the audience could respond nonverbally to remarks made by the manager. (3 × 2) (6)
- 3.5 3.5.1 Name FOUR factors influencing the choice of the right audiovisual media for a presentation. (4)
- 3.5.2 Explain the term *audiovisual aids*. (2)
- 3.5.3 Give TWO examples of audiovisual aids.  (2)
- 3.5.4 Name ONE aid that can be used to train staff in ticketing and substantiate your choice. (1 + 1) (2)

[40]

QUESTION 4


- 4.1 Give THREE reasons why companies or people advertise. (3)
- 4.2 Indicate whether subjective or objective language is used to communicate each of the following situations. Write only 'Subjective' or 'Objective' next to the question number (4.2.1–4.2.5) in the ANSWER BOOK.
- 4.2.1 In Zimbabwe US dollar is accepted. 
- 4.2.2 Do not miss this unique opportunity.
- 4.2.3 This is the best value for your money.
- 4.2.4 Gaborone is the capital city of Botswana.
- 4.2.5 Direct Travel and Tours opens on Monday at 08:00 and closes at 17:00. (5 × 1) (5)
- 4.3 Explain why you would use each of the following types of mass media for the purpose of each advertisement: 
- 4.3.1 A honeymoon special package to Reunion in *Move* magazine.
- 4.3.2 A malaria warning for visitors to the northern parts of South Africa on the radio. (2 × 2) (4)
- 4.4 Give THREE disadvantages of using the radio for advertising. (3)
- 4.5 Explain the term *target market* as used in advertising.  (2)
- 4.6 Give THREE factors to consider when dividing the market into segments. (3)

4.7


Direct Travel and Tours needs to appoint candidates to act as tour guides in Africa. The successful candidates will be stationed in Namibia for September, and after that in other African countries such as Malawi, Kenya, Mozambique, Zimbabwe, Botswana and Zambia from 1 August 2021. Remuneration will be according to experience and qualifications. There will be 16 working days paid leave per year. Medical aid and pension fund contributions are included. 

The requirements are a Tourism N6 diploma, at least three years' experience in the travel industry, ability to speak English fluently, a valid passport, and excellent health. At least two references with their work telephone number (not only their cellphone number). The closing date for applications is 17 July 2021.


Apply to the human resource manager at Direct Travel and Tours at PO Box 1829, Johannesburg, 2000.

Use a full page in the ANSWER BOOK to draw up a display advertisement. Keep the AIDA principle in mind. This must not be done in a paragraph and the format should be that of an advertisement. Start on a new page. 

(20)
[40]**QUESTION 5**

- 5.1 5.1.1 Explain how the company can utilise the informal communication channel to its advantage. (2)
- 5.1.2 Give ONE example of upward vertical communication. (2)
- 5.2 Draw TWO columns in the ANSWER BOOK with the following headings: PRIVATE MEETING and PUBLIC MEETING. Arrange each of the following types of meetings under the relevant headings:
- Monthly general meeting
 - National gathering 
 - Extraordinary meeting
 - Symposia
 - Congress
 - Ad hoc committee
- (6 × 1) (6)

5.3 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (5.3.1–5.3.5) in the ANSWER BOOK.

5.3.1 The minutes of a meeting are written in the third person and past tense. 


5.3.2 No decisions are taken at a public meeting as only recommendations are formulated.

5.3.3 A meeting can be convened by the chairperson or secretary.

5.3.4 The advertisement of the Etosha National Park in a newspaper is external communication.

5.3.5 The hierarchy of a company is inflexible and permanent. (5 × 1) (5)

5.4 Give ONE term for each of the following descriptions by writing it next to the question number (5.4.1–5.4.5) in the ANSWER BOOK.

5.4.1 Meeting held behind closed doors 

5.4.2 Minimum number of members present to constitute a meeting


5.4.3 Changing a word or phrase in a motion

5.4.4 Amount of money paid for professional services rendered

5.4.5 Proposal with time-limited discussion (5 × 1) (5)

5.5 Notice was given of a special staff meeting at Direct Travel and Tours to be held on 8 December 2021 at 10:00.

The matters to be discussed include the poor service and communication methods between management and staff as there is a lack of communication as well as ways of preventing this situation in future. At least three decisions must be taken and the person responsible must be identified in each case. Mr Mambo chaired this particular meeting. Only 25 staff members attended the meeting and Mr Mbedzi and Mrs Maduna are on sick leave. The meeting ended at 11:00.

Compile the minutes of this meeting by using the given information.  (20)
[40]

TOTAL: 200