



**higher education  
& training**

Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

# **MARKING GUIDELINE**

## **NATIONAL CERTIFICATE TOURISM COMMUNICATION N5**

**13 JUNE 2018**

**This marking guideline consists of 10 pages.**

**QUESTION 1**

- 1.1
- How many hours per shift?
  - Are you going to give the certificate for the training?
  - What are the minimum requirements for the position?
  - Is this an internship or part-time job?
  - How much is the salary per week or per two weeks? (Any 3 × 2) (6)
- 1.2
- Find out what the complaint is.
  - Decide whether you can deal with the complaint or whether it should be referred to a higher authority.
  - Ascertain whether it is the company's responsibility to make adjustments or whether the client is making a false claim.
  - Get all the facts.
  - Decide what you are going to do and inform the client of the action that you will take. (5)
- 1.3 Conflict involves interpersonal confrontation✓ between two individuals,✓ groups or organisational units✓✓ because they have incompatible needs.✓ (5)
- 1.4
- Functional conflict is constructive and refers to milder levels of conflict which usually leads to creative problem solving, innovative thinking and increased productivity.
  - Dysfunctional conflict or destructive conflict is escalating conflict and are destructive in nature. (2 × 2) (4)
- 1.5
- |       |                 |             |
|-------|-----------------|-------------|
| 1.5.1 | Incompetence    |             |
| 1.5.2 | Incapacity      |             |
| 1.5.3 | Incompatibility |             |
| 1.5.4 | Misconduct      |             |
|       |                 | (4 × 1) (4) |
- 1.6
- Cut back on overtime.
  - Grant extended, unpaid leave.
  - Do not replace staff that retires or resign.
  - Allow employees the option of early retirement.
  - Retain employees in other positions, maybe at lower salaries. (Any 4 × 1) (4)
- 1.7 Sexual harassment is any unwanted,✓ repeated✓ action/conduct of a sexual nature. (3)
- 1.8
- |       |                            |             |
|-------|----------------------------|-------------|
| 1.8.1 | Non-verbal form of conduct |             |
| 1.8.2 | Quit pro quo harassment    |             |
| 1.8.3 | Sexual favouritism         |             |
| 1.8.4 | Verbal form of conduct     |             |
|       |                            | (4 × 1) (4) |

- 1.9
- Confront the harasser.
  - Keep a record of what happened when.
  - If possible, try to obtain witnesses.
  - Lodge a written complaint with the personnel manager.
  - Report the matter to the highest authority when all other efforts fail.
  - Lodge a complaint with the Industrial Council.
  - Lay a criminal charge if you feel your reputation has been sullied.
- (Any 5 × 1) (5)  
**[40]**

**QUESTION 2**

No letterhead

Any private address

Any date after 8 September

The Manager  
**Direct Travel and Tours**  
34 Diagonal Street  
Johannesburg  
2000

Dear Sir/Madam

**APPLICATION AS SENIOR CONSULTANT**

I am hereby applying for the position as senior consultant✓ at your Johannesburg office, as advertised in 'The Star' of 8 September 2016.✓

Motivation why he should be considered.✓✓

Name positive characteristics/suitable experience.✓

Mention documents included.✓

State possible times and willingness to be available for an interview.✓

V. Mabunda

CONTENT	LANGUAGE	LAYOUT
-7 as indicated	3 -½ per language mistake	4 -1 per mistake

(14)

**If the content is misinterpreted or if the candidate gets 0 for content, no marks may be allocated for layout or language.**

**CURRICULUM VITAE OF VUSI MABUNDA****PERSONAL DETAILS✓**

Surname	Mabunda
Name	Vusi
Date of birth	14 May 1993
Identity number	9305145745087
Address	15 Ndaba Street Lenasia 1827
Cell	072 172 3291
Nationality	South African
Home Language	Xitsonga
Other Languages	English Afrikaans; Tshivenda and isiZulu
Marital status	Single
Health	Excellent
Driver's licence	08

**QUALIFICATIONS✓**

College	Lenasia TVET College Nirvana Dr Lenasia
June 2015	Obtained N6 Certificate in Tourism

School	Lenasia South High
2013	Passed grade 12
Subject passed	English First language Afrikaans Second language Mathematical Literacy Life Orientation Social studies Consumer Studies Computer Application Technology

**ACHIEVEMENTS✓**

	President of College SRC
	Player of college football team

**EXPERIENCE✓**

2015	
Tuesday and Wednesday only	Junior tour guide Travel and Tours Mangaung Tourism offices Bloemfontein

2015	
Weekends only	Waitron Nandos Germsbok Street Lenasia

**INTERESTS**✓Travel  
Sport**TESTIMONIAL**✓Mr Piet Van Zyl  
Restaurant manager  
Nandos  
Nirvana DR  
Lenasia 1821**REFERENCES**✓Mr Piet Van Zyl  
The Manager  
Travel and Tours  
Cnr Nelson Mandela drive  
Bloemfontein  
Tel: 051 430 7847  
074 624 1342  
pvanzyl@traveltours.comMr Ziyaad Naidoo  
The Manager  
Nandos  
Gembok Street  
Lenasia  
Tel: 011 852 7431  
[znaidoo@nandosl.net](mailto:znaidoo@nandosl.net)

CONTENT	LANGUAGE	LAYOUT
7	9 -½ per language or spelling mistake	10

(26)  
**[40]****QUESTION 3**

3.1 3.1.1 The pitch should rather be low than high (become agitated).

3.1.2 Tone should be warm and friendly, portraying your goodwill.

3.1.3 The tempo should not be too fast (excited) or too slow (bored/intimidating) but lively.

(3 × 2)

(6)

3.2 3.2.1 False

3.2.2 True

3.2.3 False

3.2.4 True

3.2.5 False

## TOURISM COMMUNICATION N5

	3.2.6	True		
	3.2.7	False		
	3.2.8	False		
	3.2.9	True		
	3.2.10	True		
			(10 × 1)	(10)
3.3	3.3.1	E		
	3.3.2	C		
	3.3.3	B		
	3.3.4	A		
	3.3.5	D		
				(5)
3.4	3.4.1	<ul style="list-style-type: none"> <li>• He could start with a question.</li> <li>• Tell of an interesting personal experience</li> <li>• Demonstrate a fact</li> <li>• Use a catching quotation</li> <li>• Tell a joke</li> <li>• Give an interesting or shocking fact</li> <li>• Refer to a particular problem or situation</li> </ul>	(Any 3 × 1)	(3)
	3.4.2	<ul style="list-style-type: none"> <li>• Nod their heads in agreement</li> <li>• Laugh when something is funny</li> <li>• They can also shake their heads in disbelief.</li> <li>• Frown if they are dissatisfied or do not understand</li> </ul>	(Any 3 × 2)	(2)
3.5	3.5.1	<ul style="list-style-type: none"> <li>• The size of the audience</li> <li>• The size of the venue</li> <li>• The possibilities and limitations of the various media.</li> <li>• Availability of electricity</li> <li>• The audio-visual content of the programme.</li> </ul>	(Any 4 × 1)	(4)
	3.5.2	Audio-visual is any aid which produces sound as well as image/picture.		(2)
	3.5.3	<ul style="list-style-type: none"> <li>• DVD</li> <li>• TV</li> <li>• Film</li> </ul>	(Any 2 × 1)	(2)
	3.5.4	<ul style="list-style-type: none"> <li>• The computer is the way that ticketing is being done/ Data projector in use with a computer for the same reason.</li> <li>• It is easy to make changes and it's clear to see.</li> </ul>		(2)
				<b>[40]</b>

**QUESTION 4**

- 4.1
- To introduce a new product or service.
  - To remind the consumers of an existing product.
  - To persuade the consumers to buy a specific product/ service or idea. (3)
- 4.2
- 4.2.1 Objective
- 4.2.2 Subjective
- 4.2.3 Subjective
- 4.2.4 Objective
- 4.2.5 Objective
- (5 × 1) (5)
- 4.3
- 4.3.1 The readers of this magazine would be interested and able to afford the package deal.
- 4.3.2 The radio is accessible to everyone across the country.
- (2 × 2) (4)
- 4.4
- Difficult to refer back to the message.
  - No illustrations as only voice is heard.
  - Facts could be misinterpreted or not heard correctly.
  - Short exposure period. (Any 3 × 1) (3)
- 4.5 It refers to that group of people who will most likely buy a specific product or use the service that you offer as a company. (1 × 2) (2)
- 4.6
- Geographic
  - Demographic
  - Psychographic (3)

4.7

**Direct Travel and Tours**✓  
Tour Guides in Africa✓

Successful candidates will serve in Namibia (September), Malawi, Kenya, Mozambique, Zimbabwe, Botswana, and Zambia✓  
Remuneration according to qualifications and experience✓  
16 working days leave per year✓  
Medical and pension contributions✓

**Requirements**  
Tourism diploma N6✓  
Three years' experience in the travel industry✓  
Fluent in English✓  
Valid passport✓  
Excellent health✓  
Two references✓  
Starting: 1 August 2017✓

Closing date for applications: 17 July 2017✓

Apply: Human Resource Manager, PO Box 1829, Johannesburg, 2000✓

CONTENT	LANGUAGE	LAYOUT
15 as indicated above	3 -½ per language or spelling mistake	2 spacing, frame, colour

(20)  
[40]

**QUESTION 5**

- 5.1      5.1.1      The management can start a flow of informal information to test the feelings or attitude of the staff towards that idea.
- 5.1.2      An employee requesting leave from the management (any employee towards management communication)
- (2 × 2)      (4)

5.2

PRIVATE MEETING		PUBLIC MEETING	
5.2.1	Monthly meeting	5.2.2	National gathering
5.2.3	Extraordinary meeting	5.2.4	Symposia
5.2.5	Congress		
5.2.6	Ad hoc committee		

(6 × 1)      (6)



- |     |   |  |         |     |
|-----|---|--|---------|-----|
| 5.3 | 5.3.1   | True   |         |     |
|     | 5.3.2   | True   |         |     |
|     | 5.3.3   | False  |         |     |
|     | 5.3.4   | True   |         |     |
|     | 5.3.5   | False  |         |     |
|     |   |  | (5 × 1) | (5) |
|     |   |  |         |     |
| 5.4 | 5.4.1   | In camera meeting  |         |     |
|     | 5.4.2   | Quorum   |         |     |
|     | 5.4.3   | Amendment  |         |     |
|     | 5.4.4   | Honorarium   |         |     |
|     | 5.4.5   | Guillotine motion  |         |     |
|     |   |  | (5 × 1) | (5) |
|     |   |  |         |     |
| 5.5 | <p style="text-align: center;"><b>MINUTES OF A SPECIAL STAFF MEETING OF DIRECT TRAVEL<br/>CONSULTANTS</b></p> <p>HELD IN THE STAFF ROOM ON 8 DECEMBER 2017 AT 10:00✓✓</p> |  |         |     |
|     | 1. WELCOME✓   |  |         |     |
|     | The chairperson, Mambo, welcomed all the staff members present.   |  |         |     |
|     | 2. ATTENDANCE REGISTER  |  |         |     |
|     | 25 members attended and signed the attendance register.✓  |  |         |     |
|     | 3. APOLOGIES✓   |  |         |     |
|     | Mr. Mbedzi and Mrs. Maduna (are ill)✓✓  |  |         |     |
|     | 4. POOR SERVICE AND POOR COMMUNICATION INTERNALLY✓  |  |         |     |
|     | 4.1   | The new employees must be retrained according to their duties.✓✓   |         |     |
|     | 4.2   | There must be a training session on how the staff should report the matter to their subordinates, for them to follow the correct channel of communication.✓✓ |         |     |
|     | 4.3   | The new and old staff members must be treated equally as they work under the same company.✓✓   |         |     |
|     | 5. CLOSING✓   |  |         |     |
|     | The meeting closed at (between 11:00 and 12:00)   |  |         |     |

Signed:

Date: \_\_\_\_\_

Chairperson: \_\_\_\_\_ ✓

Secretary: \_\_\_\_\_ ✓

Don't give these 2 marks when signed

<b>CONTENT</b>	<b>LANGUAGE</b>
19	1 (must be in third person and past tense)

(20)  
[40]**GRAND TOTAL: 200**