



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

**NATIONAL CERTIFICATE
JUNE EXAMINATION
TOURISM COMMUNICATION N5**

9 JUNE 2016

This marking guideline consists of 8 pages.

QUESTION 1

- 1.1
- Functional conflict is constructive conflict that leads to creative problem solving.
 - Dysfunctional conflict is destructive and the escalating conflict has negative results like deteriorating interpersonal and business relations.
- (2 × 2) (4)
- 1.2
- 1.2.1 Functional
- 1.2.2 Dysfunctional
- (2 × 2) (4)
- 1.3
- 1.3.1 Negative
- 1.3.2 Positive
- 1.3.3 Negative
- 1.3.4 Positive
- (4 × 1) (4)
- 1.4
- Gratuities was not mentioned.
 - Although the drinks are extra, nothing about a bar charge was indicated.
 - The fee to be collected for going ashore was not mentioned.
 - Emma is not willing to cancel their booking and refund them.
- (4 × 1) (4)
- 1.5
- An apology
 - Cancellation of the booking and a refunding
- (2 × 2) (4)
- 1.6
- 1.6.1 Negligence (2)
- 1.6.2 Disciplinary hearing (2)
- 1.6.3 When an employee is dissatisfied with the way he/she is treated by management or other employees, he/she can start a grievance procedure to solve the matter. In this case the employer did not act according to what was expected of him/her and therefore a disciplinary procedure may be started. (3)
- 1.6.4
- She must be notified in time.
 - She has the right to call a witness.
 - She has the right to legal representation.
 - She has the right to appeal.
 - She has the right to a fair hearing.
- (Any 3 × 1) (3)
- 1.7
- 1.7.1 B
- 1.7.2 D
- 1.7.3 C
- 1.7.4 A
- (4 × 1) (4)

1.8	1.8.1	True
	1.8.2	False
	1.8.3	True
	1.8.4	True
	1.8.5	False
	1.8.6	True

(6 × 1) (6)
[40]

QUESTION 2

- 2.1 Layout (4): -1 per mistake or omission
Language (6): -½ per language or spelling error
Content (10): As indicated

Letterhead

*Sail Away cruises
*23 High Road/PO Box 1234
*Johannesburg
*2000

Tel: 011 234 5678*
Fax: Any number*
Any date in 2016*
Ms Petunia Mudau*
26 Blossom Street *
KEMPTON PARK*
1620*

Dear Ms Mudau*

ENQUIRY: CRUISES*

Thank you for your enquiry.(1)

Our Valentine's cruise from 7 to 19 February 2017, starting in Durban,(1) is a longer cruise in the Indian Ocean.(1)

The highlights of this cruise are Maputo,(½) Port Louis (Mauritius),(½) Fort Dauphin (Madagascar)(½) and Reunion.(½)

The price of R12 500 p.p. includes return airfares ex Johannesburg, meals and entertainment on board.(1)

You are entitled to a free upgrade to our Fabulous Excitement deal which includes priority dining.(1) Port taxes and gratuities are extra.(1) When you book you will receive up to R1 500 on-board credit per cabin to spend on drinks, shore excursions, spa treatments,(1) et cetera.

Goodwill paragraph(1) e.g. If you need any further information, please call me. Anything about willingness to make a booking.

Yours faithfully/sincerely

E Holland *
E HOLLAND *
CONSULTANT*

If the content has been misinterpreted NO marks can be earned for layout and language. (20)

2.2 No letterhead* Any private address*

Any date after 5 June 2016*

The Manager *
World Travel And Tours*
24 Main Road*
KEMPTON PARK*
1620*

Dear Sir/Madam

APPLICATION: SENIOR CONSULTANT

I am hereby applying for the position as senior consultant(1) at your Kempton Park office as advertised in the *Sunday Express* of 5 June 2016.(1)

Motivation why you should be considered.(2)

Name positive characteristics/suitable experience.(1)

Mention documents included.(1)

State possible times and willingness to be available for an interview.(1)

E. Holland
E HOLLAND

Content (7): As indicated

Language (3): -½ per language mistake

Layout (4) -1 per mistake

If the content has been misinterpreted or if candidate gets 0 for content, NO marks may be allocated for layout or language. (14)

2.3 Qualifications
Senior Certificate(1), School (1), Date obtained(1),
Tourism qualification(1), Where(1), When obtained(1) (6)
[40]

QUESTION 3

- 3.1
- A frown indicating disagreement or incomprehension
 - A nod indicating agreement
 - A shake of the head indicating disagreement
 - Lifting the shoulders indicating ignorance
 - Pressing the lips together indicating irritation
 - Breaking eye contact indicating dishonesty
- 1 for the nonverbal sign, 1 for the interpretation (Any 3 × 2) (6)
- 3.2
- Focus on what is being said.
 - Allow the speaker to finish.
 - Identify the essence of the message.
 - React to what is being said.
 - Internalise what you hear.
 - Make notes of what is being said
- (Any 5 × 1) (5)
- 3.3
- | | | |
|-------|---|--|
| 3.3.1 | D | |
| 3.3.2 | A | |
| 3.3.3 | G | |
| 3.3.4 | B | |
| 3.3.5 | C | |
| 3.3.6 | F | |
| 3.3.7 | E | |
- (7 × 1) (7)
- 3.4
- He wants to improve the communication skills of the employees.
 - He wants to make them aware of barriers that may exist in the communication process.
 - He wants to avoid service incompetence/to improve the service to the clients.
 - He wants to create service excellence.
 - He wants to stress work ethics.
- (Any 3 × 1) (3)
- 3.5
- 3.5.1 The required effect or way things should be done can be clearly shown.
- 3.5.2 Graphs shows a large amount of information at a glance. It is possible to see dramatic results, which makes an impact.
- 3.5.3 In this way everybody can contribute and all the ideas can be listed for everybody to see. It is possible to refer to matters already mentioned.
- (3 × 2) (6)

- 3.6
- Make a shocking statement/Give shocking facts.
 - Tell a joke.
 - Ask a question.
 - Use a quotation.
 - Tell a story of personal interest.
 - Demonstrate a fact.
- (Any 4 × 1) (4)
- 3.7 An interview is a preplanned, formal,(1) direct or indirect oral conversation(1) between two or more people(1) to exchange information on a specific subject.(1) (4)
- 3.8
- | | | | |
|-------|---|--|--|
| 3.8.1 | C | | |
| 3.8.2 | A | | |
| 3.8.3 | D | | |
| 3.8.4 | E | | |
| 3.8.5 | B | | |
- (5 × 1) (5)
[40]

QUESTION 4

- 4.1 Advertising is any paid form of nonpersonal presentation or promotion of ideas, products or services by an identified sponsor. (4)
- 4.2
- | | | | |
|-------|------------|--|--|
| 4.2.1 | Objective | | |
| 4.2.2 | Subjective | | |
| 4.2.3 | Objective | | |
| 4.2.4 | Objective | | |
| 4.2.5 | Subjective | | |
- (5 × 1) (5)
- 4.3
- | | | | |
|-------|-------------|--|--|
| 4.3.1 | To inform | | |
| 4.3.2 | To persuade | | |
| 4.3.3 | To remind | | |
- (3 × 1) (3)
- 4.4
- | | | | |
|-------|-------------------------------------|--|--|
| 4.4.1 | Families/Parents | | |
| 4.4.2 | Youth/Students/Fun lovers | | |
| 4.4.3 | Business people/Owners of companies | | |
- (3 × 1) (3)
- 4.5
- | | | | |
|-------|---------------------------------------|--|--|
| 4.5.1 | Physical needs | | |
| 4.5.2 | Love and acceptance/Affiliation needs | | |
| 4.5.3 | Respect and self-respect/Esteem needs | | |
| 4.5.4 | Self-actualisation | | |
| 4.5.5 | Safety and security | | |
- (5 × 1) (5)

4.6

Sail Away Cruises (1)

Book now for the Valentine’s cruise from 7 to 19 February 2017, departing from Durban.(1)
 Highlights: Maputo,(1) Port Louis (Mauritius)(1), Fort Dauphin (Madagascar)(1) and Reunion(1)
 R12 500 p.p.(1)
 Includes return airfares ex Johannesburg, meals, entertainment(1)
 Free upgrade to our Fabulous Excitement – priority dining(1)
 Extra: Port taxes and gratuities(1)
 R1 500 on-board credit per cabin to spend on drinks, shore excursions, spa treatments(1)
 23 High Road, Johannesburg.
 Contact Emma at tel 011 234 5678(1)

Signature: Emma Holland(1)
 Date: Any date in June (1)

Layout (3): Spacing, frame
 Language (3): ½ per language or spelling mistake
 Content (14): As indicated.
 This must NOT be a paragraph.

If the candidate obtained 0 for the content, NO marks can be allocated for language and layout.

(20)
[40]

QUESTION 5

- | | | | | |
|-----|-------|--------------------|---------|-----|
| 5.1 | 5.1.1 | Diagonal | | |
| | 5.1.2 | Vertical | | |
| | 5.1.3 | Informal/Grapevine | | |
| | 5.1.4 | Horizontal | (4 × 1) | (4) |

- | | | | | |
|-----|-------|-------|---------|-----|
| 5.2 | 5.2.1 | True | | |
| | 5.2.2 | False | | |
| | 5.2.3 | True | | |
| | 5.2.4 | True | | |
| | 5.2.5 | False | | |
| | 5.2.6 | True | | |
| | 5.2.7 | True | (7 × 1) | (7) |

5.3	PRIVATE MEETINGS	PUBLIC MEETINGS
	<ul style="list-style-type: none"> • Members are notified • Only members can attend • Decisions are made 	<ul style="list-style-type: none"> • Advertised in the mass media • Open to the public • Only recommendations can be made

(3 × 2) (6)

- 5.4
- Draw up the agenda and notice and distribute them to the members
 - Draw up the minutes of the previous menu
 - Prepare an attendance register to be signed by the members during the meeting
 - Prepare the venue
 - Arrange for refreshments
- (Any 3 × 1) (3)
- 5.5 Layout (4): Heading (2): – ½ for every mistake or omission
2 if the minutes are not signed. Deduct 2 if signed

Language (4): –½ per spelling or language mistake

Content (12): As indicated

MINUTES OF A SPECIAL STAFF MEETING THAT WAS HELD IN THE STAFFROOM ON 5 JUNE 2016 AT 10:00

1. **OPENING AND WELCOME(1)**
The chairperson, Mr Tulare, opened the meeting and welcomed everybody present.(1)
2. **ATTENDANCE REGISTER(1)**
The attendance register was signed by everyone present (21 staff members).(1)
3. **APOLOGIES(1)**
Emma Holland and Sandra Petse were both on sick leave.(1)
4. **MOTION: HOW TO DEAL WITH CANCELLATIONS(1)**
Students must list 3 ways in which to deal with the problem, e.g
 - The contract has to be discussed in detail with the client.
 - Ensure that the client understands what is included and what is extra.
 Any three relevant decisions(3)
5. **CLOSING(1)**
The meeting closed at 11:00/11:30(1)
Signed : Date _____
Chairperson _____
Secretary _____

(20)
[40]

TOTAL: 200