



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1520(E)(J13)H

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N5

(5140195)

13 June 2018 (X-Paper)

09:00–12:00

OPEN-BOOK EXAMINATION

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

Electronic dictionaries may NOT be used.

This question paper consists of 10 pages.

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. ALL the questions are tourism related and the answers must reflect the situation in the tourism industry.
 5. Be specific and provide factual and relevant answers. NO marks will be earned with meaningless and vague answers.
 6. Start each question on a NEW page.
 7. Rule off on completion of the question.
 8. Leave a line between the answers to the short questions.
 9. Read the background information carefully and, where possible, base your answers on that information.
 10. Only material handed out in the examination venue may be used. You are NOT allowed to use paper or pictures from your resource material.
 11. Write neatly and legibly.
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CASE STUDY

The following advertisement appeared in Careers24 newspaper: 'Job Opportunities' dated 5 October 2016:

DIRECT TRAVEL AND TOURS

We are looking for Tourism students to join the Direct Team in Johannesburg to perform duties such as designing of itineraries and handling reservation requests either via email or telephonic. Proactive selling of our products and services ensuring the best possible safari for the guest and professional servicing of our dynamic direct guests. Basic knowledge on any of the destinations that the client promotes – Tanzania, Kenya, Zambia, South Africa, Botswana, Zimbabwe, Mozambique, Rwanda, Uganda, Reunion and Seychelles. You will also be needed for Saturday and public holiday duty on a rotational basis. The contract will only be for December – 19 January 2018. If you get 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, Tel 011 123 4130.

Training and information sessions will be held on 29 November 2017 at this address. You have to book to attend this session. Applications must reach this office before Sunday, 4 December 2016.

QUESTION 1

- 1.1 You are interested in the position as mentioned in the case study, but would like more specific information about the salary, working hours and other requirements.
- Formulate THREE questions that you will ask when you enquire about this position. (3 × 2) (2)
- 1.2 How would you deal with a client who is very dissatisfied and difficult about poor service which was offered to him/her by your colleague? (5)
- 1.3 Define the term *conflict*. (5)
- 1.4 Distinguish between *functional* and *dysfunctional* conflict and give a tourism-related example of each. (2 × 2) (4)
- 1.5 What would be the grounds for dismissal in the following situations? Write only the word or words next to the question number (1.5.1–1.5.4) in the ANSWER BOOK.
- 1.5.1 After training, Mpho is still unable to send an email.
- 1.5.2 After a car accident, Peter is often absent from work for long time periods.

- 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 that management should look at instead of retrenching employees. (4)
- 1.7 In the companies, there are many sexual harassment incidents which are not reported.
Define what is meant by *sexual harassment*. (3)
- 1.8 Indicate the type (form) of conduct (sexual harassment) in each of the following situations.
- 1.8.1 Anna is wearing very tight, revealing dresses.
- 1.8.2 Promise the manager sexual favours in exchange for a 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 that you should keep in mind when dealing with sexual harassment. (5)
- [36]**

QUESTION 2

- 2.1 A position for a junior consultant became available at Direct Travel and Tours and was advertised on 8 September 2016 in The Star. Apply for this position by writing the covering letter that will be attached to your CV and certificates. Motivate why you regard yourself as an ideal candidate for this position. Use the address in the case study.

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

Write this covering letter.

Start on a NEW page.

Mark allocation

Layout – 3

Language – 3

Content – 8

(14)

- 2.2 Compile the CV of Vusi Mabunda, who was born on 14 May 1993, ID number 9305145745087. His home address is 15 Ndaba Street, Lenasia, 1827. The telephone number is 072 172 3291. He is in excellent health and has a Code 08 driver's license. Vusi obtained his N6 Certificate in Tourism in June 2015. He has been working at Travel and Tours as a Junior Tour Guide, in Mangaung, over weekends since August 2015. He has also worked as a waiter at his local Nandos Restaurant during the previous year. He has a testimonial from the manager of Nandos Restaurant, Mr. Ziyaad Naidoo, and may use Mr. Piet Van Zyl, his manager from Travel and Tours, as a reference.

He also has a First Aid certificate. Give ALL additional information that may be needed. Compile Vusi's CV with all the necessary sub-headings to accompany his letter of application.

(26)
[40]

QUESTION 3

- 3.1 You are dealing with a very upset client and have to remain calm.

What should you remember with regard to the effective use of your voice while addressing the client? Make reference to 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. Choose the answer and write 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 only refers to the radio and television.
- 3.2.4 During the information interview, the interviewer is trying to obtain information from the interviewee.
- 3.2.5 The boardroom is suitable for 20–40 people during the seminar.
- 3.2.6 The advantage of the overhead projector is that the sender faces the audience.
- 3.2.7 You should arrive 5 minutes before the scheduled time for a job interview.
- 3.2.8 The starting time of the seminar is not important.
- 3.2.9 The accommodation for the guest speakers coming from far away will be required.
- 3.2.10 One of the purposes of public speaking is to motivate a group.

(10 × 1) (10)

- 3.3 Meta-language is often used in advertisements to give the receiver a better idea of the message that the sender is trying to convey.

Choose a term from COLUMN B to match the 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 as 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 cheese 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 Agency has to prepare a motivational speech for the staff.

3.4.1 List THREE ways, which he should keep in mind, in order to have a catchy introduction. (3)

3.4.2 During the speech, he must be observant to the non-verbal feedback from the audience.

Name THREE possible ways in which the audience could respond to remarks made by the manager. (3 × 2) (6)

- 3.5 Different types of interviews are conducted using different types of mediums.

3.5.1 Name FOUR factors influencing the choice of the right audio-visual medium for presentation. (4)

3.5.2 Explain what is meant by audio-visual aids. (2)

3.5.3 Give TWO examples of an aid as mentioned in QUESTION 3.5.1. (2)

3.5.4 Name ONE aid that you would use to train the staff in ticketing and motivate your choice. (1 + 1) (2)

[40]

QUESTION 4

- 4.1 Name THREE reasons why companies or people advertise. (3)
- 4.2 Indicate whether you use SUBJECTIVE or OBJECTIVE language to communicate each of the following situations. Choose the answer and 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, the US dollar is accepted.
- 4.2.2 Don't 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 Consultants opens at 08:00 and closes at 17:00 on Monday. (5 × 1) (5)
- 4.3 Explain why you would use each of the mass media forms as indicated below, for the purpose of each advertisement given.
- 4.3.1 A honeymoon, special package to the 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 List THREE disadvantages of using the radio for advertising. (3)
- 4.5 When you work in the marketing department, you have to use different strategies to market your products and services.
- What is meant by the term *target market* in advertising? (2)
- 4.6 Give THREE factors that should be considered when dividing the market into segments. (3)

4.7 Use a full page in the ANSWER BOOK to draw up a display advertisement.

Direct Travel Consultants 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. 1 August 2018. Remuneration will be according to experience and qualifications. Sixteen working days paid leave per year. Medical aid and pension fund contributions.

The requirements are: Tourism Diploma N6, at least three years' experience in the travel industry, must be able to speak English fluently, valid passport and excellent health. At least two references with their work telephone numbers (not only their cell phone numbers). Closing date for applications: 17 July 2018.

Apply to the Human Resource Manager, Direct Travel Consultants:
PO Box 1829, Johannesburg, 2000

The format should be that of an advertisement. Do NOT write a paragraph.

(20)
[40]

QUESTION 5

5.1 Organisational structures and formal communication channels within the Company are essential.

5.1.1 Explain how the company can utilise the informal channel to its advantage.

5.1.2 Give ONE example of upward vertical communication.

(2 × 2) (4)

5.2 Draw TWO columns in the ANSWER BOOK with the following headings:

PRIVATE MEETING and PUBLIC MEETING. Arrange the following types of meetings under the abovementioned headings.

5.2.1 Monthly general 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 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (5.3.1–5.3.5) in the ANSWER BOOK.
- 5.3.1 The minutes are written in the third person and past tense.
- 5.3.2 At a public meeting, no decisions are taken, 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 the newspaper, is an example of external communication.
- 5.3.5 The hierarchy of a company is inflexible and permanent. (5 × 1) (5)
- 5.4 Give the terminology for each of the following descriptions:
- 5.4.1 A meeting held behind closed doors.
- 5.4.2 The minimum number of members present for constituting a meeting.
- 5.4.3 The changing of a word or phrase in a motion.
- 5.4.4 An amount of money paid for professional services rendered.
- 5.4.5 Proposal with a time-limited discussion. (5 × 1) (5)
- 5.5 Notice of a special staff meeting was given at Direct Travel Consultants to be held on 8 December 2018 at 10:00.
- The matters to be discussed are the poor service, ways of communication between management and staff, as there is a lack of communication, and how to prevent 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 and Mr. Mbedzi and Mrs. Maduna are on sick leave. The meeting ended between 11:00 and 12:00.
- Compile the minutes of this meeting by using the information above. (20)
[40]
- TOTAL: 200**