



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

**NATIONAL CERTIFICATE
TOURISM COMMUNICATION N5**

5 JUNE 2019

This marking guideline consists of 9 pages.

QUESTION 1

- 1.1 1.1.1 You have to determine the cause of the complaint/get to the root of the problem and decide on the correct follow up/action to be taken.
- 1.1.2 You have to understand clearly what information is needed in order to supply it. (2 × 2) (4)
- 1.2 **Functional**
- Conflict is usually constructive and leads to positive results. Example: management agreed to flexi-time after conflict over long working hours.
- Dysfunctional**
- Conflict is destructive and has negative results. Example: the strike led to the death of 3 workers. (2 × 3) (6)
- 1.3 1.3.1 A grievance procedure (2)
- 1.3.2 This is a matter where the employee is dissatisfied with the conduct of the management. Disciplinary procedure is to address the misconduct of an employee. (4)
- 1.4 1.4.1 E
1.4.2 D
1.4.3 B
1.4.4 C
1.4.5 A (5 × 1) (5)
- 1.5 1.5.1 Positive
1.5.2 Negative
1.5.3 Negative (3 × 1) (3)
- 1.6
- Confront the harasser
 - Try to obtain witnesses
 - Keep a record of what happened
 - Lodge a written complaint with the personnel manager
 - Report the matter to the highest
 - Lodge a complaint with the Industrial Council (Any 4 × 1) (4)
- 1.7 1.7.1 Assertive
1.7.2 I-message
1.7.3 Objective
1.7.4 Facts (4 × 1) (4)

- 1.8 1.8.1 Incapacity
 1.8.2 Misconduct
 1.8.3 Negligence/misconduct
 1.8.4 Incompatibility
 1.8.5 Incompetence
- (5 × 1) (5)
- 1.9 • The employees involved should be notified well in advance and reasons given.
 • The criteria to select those to be retrenched should be objective and fair.
 • Employees should receive timeous notice of the date of termination.
 • Employer should assist employees to find alternative employment: allow them to attend interviews.
- (Any 3 × 1) (3)
[40]

QUESTION 2**AFRICAN TOURS**

PO BOX 432
JOHANNESBURG
2000

Any date

Mr Lebea
1044 Orchids Street
PROTEA GLEN
1834 (1)

Dear Sir/Mr Lebea ✓

ENQUIRY: MOUNT KENYA

Thank you for your letter enquiring... ✓

The best time to visit is between February to May or July to October. ✓

Regular flights between Johannesburg/OR Tambo and either Nairobi or Dar Es salaam are available. ✓

It is advisable to join a group for the expedition. You would in any case need a guide to accompany you. ✓

The expedition itself lasts six days and time should be allowed before and after the climb. Most trips last 10 days. ✓

The cost are from R20 000 depending on the length of your stay. Visas are required and we could submit it on your behalf. ✓

We could compile a package for your needs, and would like to be of assistance to you- something to this effect. ✓

Yours faithfully/sincerely

Signature
A. VENTER (name in block letters)
SENIOR CONSULTANT ✓

Layout	4	-1 per mistake
Language	6	-1/2 per language or spelling error
Content	10	as indicated

(20)

2.2 HEADING: Itinerary for Mr and Mrs Lebea on an expedition to Mount Kenya from 11 January–21 January 2018.

DATE	DEPART	ARRIVE	DESTINATION/ACTIVITY
11 Jan	ORT: 10:15 KQ 425	Nairobi: 15:10	Travel by airport bus to Moshi Springlands Hotel Main Street (6)
12 Jan			Preparations for the expedition (1)
13 Jan	08:30		Depart for Mount Kenya (1)
14 Jan			Expedition (1)
15 Jan			Expedition
16 Jan			Expedition
17 Jan			Expedition
18 Jan			Return to the hotel (1)
19 Jan			Day at leisure (1)
20 Jan	07:00 15:00 KQ426	12:00 20:10	Depart on Airport bus to Nairobi OR Tambo (4)

Dates (13–18 Jan) indicated correctly ✓

(20)
[40]

QUESTION 3

- 3.1
- He could enquire/consult to obtain information.
 - He could request you to make a booking.
 - He could provide personal information.
 - He could thank you for your assistance.
 - Explain the reasons why he wants to travel. (Any 4 × 1) (4)
- 3.2
- 3.2.1 Pitch can be high, medium or low. Your pitch should be low when you are relaxed and confident.
- 3.2.2 The volume should be loud enough for the clients to hear what you are saying. Never shout.
- 3.2.3 Tempo should not be too fast or boringly slow, but lively. (3 × 2) (6)
- 3.3
- 3.3.1 Meta-language is where the real meaning is hidden by ordinary wording.
- 3.3.2 It is very possible that foreigners will not be able to receive the message correctly, as they will interpret it literally. (2 × 2) (4)

3.4	3.4.1	Distractions in the environment will distract the listeners, like noise or people moving about.		
	3.4.2	When the listener is preoccupied/dislikes the speaker/feels threatened by what he is hearing, he will not listen accurately, if at all.		
	3.4.3	The appearance/mannerisms/accent/jargon of the sender may make listening difficult.	(3 × 2)	(6)
3.5	3.5.1	C		
	3.5.2	B		
	3.5.3	E		
	3.5.4	D		
	3.5.5	A	(5 × 1)	(5)
3.6	3.6.1	Inform or teach		
	3.6.2	Persuade		
	3.6.3	Amuse or entertain		
	3.6.4	Motivation	(4 × 1)	(4)
3.7		A seminar is a small or medium-sized meeting✓ intended to inform or educate✓ lasting one or two days with info flowing from the rostrum.✓		(3)
3.8	3.8.1	False		
	3.8.2	False		
	3.8.3	False		
	3.8.4	False		
	3.8.5	True		
	3.8.6	True	(6 × 1)	(6)
3.9		<ul style="list-style-type: none"> • To advertise travel products • To inform the public about destinations • To educate the public regarding travelling 	(Any 2 × 1)	(2)
				[40]

QUESTION 5

- 5.1 5.1.1 False
 5.1.2 True
 5.1.3 False
 5.1.4 True
 5.1.5 True
 5.1.6 True
- (6 × 1) (6)
- 5.2 Internal communication: any example of communication within the company, for example meeting of consultants/disciplinary interview, memo to the staff.
- External communication: any example of communication of the company with outsiders, for example phoning your husband at home/applying for a visa/advertising.
- (2)
- 5.3 Management can test and observe the reaction,✓ especially to changes which they would like to implement✓ by planting a rumour.✓
- (3)
- 5.4 5.4.1 B
 5.4.2 C
 5.4.3 E
 5.4.4 A
 5.4.5 D
- (5 × 1) (5)
- 5.5 A meeting is a gathering of two or more people✓ to discuss matters of mutual interest,✓ reach decisions✓ and implement them.✓
- (4)

5.6

(Letter head)	AFRICAN TOURS	
Tel 012 432 6778		PO Box 432
Fax		PRETORIA
		0001
Any date between 4–7 November		
Dear Member		
Please take note of the monthly general staff meeting✓ to be held in the Staffroom✓ on 14 November 2018✓ at 10:00.✓		
Signature		
Any name in CAPITALS		
SECRETARY		
AGENDA		
1.	Opening and welcome✓	
2.	Attendance register✓	
3.	Apologies✓	
4.	Minutes from the previous meeting✓	
5.	Matters arising✓	
	5.1 Visa submissions✓	
6.	New matters/Matters to discuss✓	
	6.1 New Mount Kenya packages✓	
	6.2 Incentives for staff✓	
	6.3 Teambuilding event✓	
	6.4 Procedures for hiking equipment transport✓	
7.	Date of next monthly meeting✓	
8.	Closing✓	

Layout 3

Content 17 (Notice 4, Agenda 13)

(20)

[40]**TOTAL: 200**