



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1530(E)(J5)H

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N5

(5140195)

5 June 2019 (X-Paper)

09:00–12:00

OPEN-BOOK EXAMINATION

**Students are allowed to bring the following into the examination room:
Student portfolio containing class notes, brochures, guides, case studies, assignments and tests, along with textbooks, GSA magazine, travel voucher and TWO dictionaries.**

Electronic dictionaries may NOT be used.

This question paper consists of 11 pages and 1 answer sheet.

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

Read the case study below and answer the questions.

Mount Kenya

At 5 199 m this is Kenya's highest peak and Africa's second-highest mountain. It is a major attraction for mountaineers. The ascent takes about three days allowing for rest at the huts on different levels. A full day or two days rest is required at the final hut to acclimatise before tackling the final stage to the summit.



The right equipment is necessary: Warm clothing, boots, gloves, a hat and arctic sleeping bags. Organised climbs are offered by some hotels which will also provide guides and food for the expedition. Best time: February to May or July to October.

It is necessary to book the expedition and a guide well in advance. Visas are required. It is ideal to spend a few nights before and after the climb at the base hotel.

Packages from 6-10 days are available from African Tours, Tel. 012 432 6778. Flights are available from South Africa to Dar Es Salaam or Nairobi.

A ten-day expedition could cost anything from R20 000 including return economical class flight tickets.

QUESTION 1

- 1.1 Why is effective communication so important when you are:
- 1.1.1 Dealing with a complaint from a client  (2 × 2) (4)
- 1.1.2 Responding to an enquiry (2 × 2) (4)
- 1.2 Explain the difference between *functional* and *dysfunctional* conflict and give an example of each. (2 × 3) (6)
- 1.3 1.3.1 You feel that you are wrongly accused of poor conduct.  Would you start a grievance or disciplinary procedure? (2)
- 1.3.2 Motivate your answer in QUESTION 1.3.1 and give a clear difference between the TWO procedures. (4)

1.4 Mpho and Suzan are often in conflict at work.



Choose an/a item/word from COLUMN B that matches a description in COLUMN A. Write only the letter (A–E) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.4.1	Mpho obtained a degree and Suzan an N6 diploma	A	poor communication
1.4.2	Being a Muslim, Mpho takes a long lunch break on Fridays, leaving Suzan on her own to cope with all clients	B	working conditions
1.4.3	Mpho and Suzan share a small cramped office	C	prejudice
1.4.4	Mpho believes that foreign clients regard themselves as superior and he refuses to deal with them	D	ethnic and cultural differences
1.4.5	Mpho is very lax to deal with incoming e-mails	E	education and training

(5 × 1)

(5)

1.5 Determine which of the following, is an example of positive or negative results of conflict. Write only the 'Positive' or 'Negative' next to the question number (1.5.1–1.5.3) in the ANSWER BOOK.

1.5.1 Peter is on a go-slow since the manager addressed him on his poor work performance.

1.5.2 The conflict between two cruise liners resulted in very favorable cruise specials.



1.5.3 After Mr Lombard was dissatisfied with your service at the travel agency, he has moved his company's business to another agency.

(3 × 1)

(3)

1.6 As a senior consultant you have to inform the new employees on what to do in the case of sexual harassment.

Name FOUR steps to follow in such a situation.

(4)

- 1.7 Choose the correct word or words from those given in brackets. Write only the word or words next to the question number (1.7.1–1.7.4) in the ANSWER BOOK. 
- 1.7.1 You should be (aggressive/assertive) in your approach during conflict.
- 1.7.2 In a conflict situation, you should send (an I message/a you message).
- 1.7.3 You should strive to be (subjective/objective) when dealing with problem situations.
-  1.7.4 You should focus on the (facts/person) during a conflict situation. (4 × 1) (4)
- 1.8 What would be the grounds for dismissal in the following situations?
- 1.8.1 Dan is often absent from work for long periods after a car accident.
- 1.8.2 Failure to obey instructions.
- 1.8.3 Mpho failed to submit the visa applications of the entire tour group.
- 1.8.4 The conflict between Mpho and Suzan is a constant disruption in the office. 
- 1.8.5 After training, Mpho is still unable to send email. (5 × 1) (5)
- 1.9 Name THREE guidelines to be followed to ensure fair retrenchment. (3) **[40]**

QUESTION 2

2.1

Reply to a letter of enquiry



You are Anna Venter, senior consultant at African Tours. The address is P.O Box 432, Johannesburg, 2000. You received a letter from Henry Lebea, 1044 Protea Glen, 1834. He is interested in climbing Mount Kenya together with his wife. He needs information on the best time of the year to go, possible flights, whether he could venture on his own or need to be part of an expedition, the necessity of guides, accommodation before and during the climb, duration of such a trip and the cost. He also wants to know if visa is required and whether you would be able to submit it.

Write the reply to the letter of enquiry that you received from Mr Lebea. Give the necessary information. Use the information in the case study.

Mark allocation:



LAYOUT	LANGUAGE	CONTENT
4	6	10

(20)

2.2

Use the information below to draw up an itinerary on the attached ANSWER SHEET for Mr and Mrs Lebea for their mountaineering expedition to Kenya.



They will depart on 11 January from OR Tambo international Airport with flight KQ 425 at 10:15 to Nairobi Airport where they will arrive at 15:20 the same day. They will take the airport Moshi, the town nearest to Kenya, where they will stay in the Springlands Hotel in Main Street. The day after arrival will be used for training and preparing for the climb. On the next day at 08:30 after breakfast they will depart on the climb that will last 6 days and 5 nights.

On their return they will sleep 2 more nights at the hotel. They will depart on the airport bus at 07:00 for their flight KQ426 from Nairobi Airport at 15:00 on the 20 January arriving at OR Tambo at 20:10

Submit the completed itinerary with your ANSWER BOOK.

(20)
[40]

QUESTION 3

- 3.1 Name FOUR specific conversations that could occur between Mr Lebea and your office. 
- 3.2 Non-verbal messages are conveyed by the way you use your voice. You want to sound friendly, confident and calm. What should you remember regarding the following:
- 3.2.1 The pitch of your voice
 - 3.2.2 Volume
 - 3.2.3 Tempo
- (3 × 2) (6)
- 3.3 3.3.1 What is *meta-language*? (6)
-  3.3.2 Why should you refrain from using meta-language when communicating with your clients, especially foreign visitors? (2)
- 3.4 Barriers can prevent effective communication.

Explain how each of the following can cause a barrier in the communication process:
- 3.4.1 The immediate environment
 - 3.4.2 Barriers within the listener
 - 3.4.3 Barriers caused by the speaker
- (3 × 2) (6)

3.5 During an interview a variety of questions are asked.



Choose a term from COLUMN B that matches a question in COLUMN A. Write only the letter (A–E) next to the question number (3.5.1–3.5.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.5.1	How long were you employed in your present position?	A	hypothetical question
3.5.2	Why do you think you will fit into this company?	B	open-ended question
3.5.3	Trade unions are necessary. Do you agree?	C	specific question
3.5.4	Are you afraid of heights?	D	closed question
3.5.5	How would you treat someone if he/she is sexually harassing you?	E	leading question

(5 × 1)

(5)

3.6 Determine the goal or purpose of each of the following speeches:



3.6.1 A speaker at the seminar explained the visa application procedures.

3.6.2 The manager addressed you at the seminar about the advantages to promote African destinations.

3.6.3 A stand-up comedian was the speaker at the year-end function.

3.6.4 The CEO introduced incentives for the most productive staff members.

(4 × 1)

(4)

3.7 Define the term *seminar*.

(3)

3.8 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (3.8.1–3.8.6) in the ANSWER BOOK.



3.8.1 The purpose of a workshop is to get hands-on experience.

3.8.2 The first step in organising a seminar is to invite a guest speaker.

3.8.3 The flip chart could be used for an audience of 400.

3.8.4 For a group of 400 the seating arrangements will be a board room layout. 

3.8.5 An advantage of the overhead projector is that the speaker can face the audience.

3.8.6 The interviewer should have knowledge of the content of the interviewee's CV.

(6 × 1) (6)

3.9 Name TWO advantages of the mass media for the travel industry. (2) [40]

QUESTION 4

4.1 Maslow identified FIVE human needs. Which need would be satisfied in each case if these phrases are used in an advertisement?

4.1.1 This is an opportunity to prove yourself.



4.1.2 Warm sleeping bags and tents will be provided.

4.1.3 A guide will ensure that you reach the summit without getting lost.

4.1.4 This is the ideal expedition for team building.

(4 × 1) (4)

4.2 Select the information from the case study and QUESTION 2.1 and QUESTION 2.2 to draw up a display advertisement for the services and packages that African Tours provide to mountaineers interested in climbing Mount Kenya.

Keep the AIDA principle in mind and do NOT write a paragraph. The layout should be that of an advertisement.

Use a full page of the ANSWER BOOK.

Mark allocation:

LAYOUT	LANGUAGE	CONTENT
2	3	15

(20)

4.3 Refer to the advertisement that you have created in QUESTION 4.1:

4.3.1 Who is your target market? 

4.3.2 What is the purpose of your advertisement?

4.3.3 How would your prospective clients be able to react?

- 4.3.4 Why would you rather use a display instead of classified advertisement for this purpose? (4 × 2) (8)
- 4.4 Is SUBJECTIVE or OBJECTIVE language used in the following statements? Write only 'Subjective' or 'Objective' next to the question number (4.4.1–4.4.4) in the ANSWER BOOK.
-  4.4.1 Grab this opportunity with both hands.
- 4.4.2 The cost of the trip will R20 000.
- 4.4.3 Experience the breath-taking panoramic view from the summit.
- 4.4.4 An experience of a life time – not to be missed. (4 × 1) (4)
- 4.5 Select TWO suitable media for this advertisement and motivate both choices. (4) **[40]**

QUESTION 5

- 5.1 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (5.1.1–5.1.6) in the ANSWER BOOK. 
- 5.1.1 Being summoned to the manager's office is the use of the horizontal communication channel.
- 5.1.2 A business that is run according to function usually develops in stages.
- 5.1.3 When you have clients, who have different needs for different services, you will have a structure according to geography.
- 5.1.4 Delegation is to divert duties to a person of a lower rank.
- 5.1.5 A task group is an investigational group.
-  5.1.6 An ad hoc committee deals with one specific matter and dissolves when it has been completed. (6 × 1) (6)
- 5.2 Give ONE example of internal and one of external communication. (2)
- 5.3 Explain how management could use the grapevine to their benefit. (3)

5.4 Choose a description from COLUMN B that matches a/an word/item in COLUMN A. Write only the letter (A–E) next to the question number (5.4.1–5.4.5) in the ANSWER BOOK. 

COLUMN A		COLUMN B	
5.4.1	Secretary	A	private meeting
5.4.2	Chairperson	B	responsible for membership list
5.4.3	Constitution	C	ensure quorum is present
5.4.4	In camera meeting	D	unconditional
5.4.5	Notice	E	determines meetings procedure

(5 × 1) (5)

5.5 Define the term *meeting*.  (4)

5.6 As the secretary of African Tours you have to notify the staff that a monthly general meeting will be held in the staffroom on Friday 15 November 2018 at 10:00. You also have to enclose the agenda.

Matters from the previous meeting are: Visa submissions.

New matters to be discussed are: New Mount Kenya packages; incentives for staff; team building event; procedures for people taking hiking equipment along.

Write the notice and agenda for this meeting. (20)

 [40]

TOTAL: 200

