



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N5

3 June 2021

This marking guideline consists of 8 pages.

QUESTION 1

- 1.1
- How many hours per shift?
 - Is there a 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 after 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 adjust 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 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 retire or resign.
 - Allow employees the option of early retirement.
 - Retain employees in other positions 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 | Nonverbal form of conduct | | |
| 1.8.2 | Quid 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

2.1

Letterhead	
<p>Tel: 011 123 4130 Mr Samuel Malele 3540 Mazibuko Street Tshiwelo Soweto 1818</p> <p>Dear Mr Malele</p> <p>ENQUIRY: THE PART-TIME JOB OPPORTUNITY DURING DECEMBER HOLIDAY</p> <p>Thank you for your enquiry.✓</p> <p>Direct Travel and Tour offers an opportunity for students with skills in the travel and tourism industry from 1 December 2021 to 19 January 2022.✓ Candidates will perform duties such as designing itineraries, handling reservations, etc. The aim of this opportunity is to ensure the best possible safari experience for guests.✓ You will be in Johannesburg and work on weekends if needed.✓ As you also travel between all South Africa's provinces,✓ transport and accommodation will be paid from your pocket.✓ Breakfast, lunch and dinner (free), will be organised by Direct Travel and Tours.✓</p> <p>Goodwill paragraph,✓ e.g. For any further information, please call me if you want to know anything about this wonderful opportunity.</p> <p>Yours faithfully/sincerely</p> <p>J Molefe J MOLEFE CONSULTANT</p> <p>If the content is misinterpreted, no marks can be earned for layout and language.</p>	<p>Direct Travel and Tours 34 Diagonal Street Johannesburg 2000 Any date in 2021</p>
<p>Layout: 4 -1 per mistake or omission Language: 6 -½ per language or spelling error Content: 10 as indicated</p>	<p>(20)</p>

2.2
&
2.3

No letter head	Any private address																					
	Any date after 8 September																					
<p>The Manager Direct Travel And Tours 34 Diagonal Street Johannesburg 2000</p> <p>Dear Sir/Madam</p> <p>APPLICATION AS SENIOR CONSULTANT</p> <p>I am hereby applying for the position of senior consultant✓ at your Johannesburg office as advertised in <i>The Star</i> of 8 September 2016.✓</p> <p>Motivation why he should be considered.✓✓ Give positive characteristics/ suitable experience.✓ Mention documents included✓</p> <p>State possible times and willingness to available for an interview.✓</p> <p>V. Mabunda V. Mabunda</p> <p style="text-align: center;">CURRICULUM VITAE OF VUSI MABUNDA</p> <p>PERSONAL DETAILS✓</p> <table> <tr> <td>Surname</td> <td>Mabunda✓</td> </tr> <tr> <td>Name</td> <td>Vusi</td> </tr> <tr> <td>Date of birth</td> <td>14 May 1993 ✓</td> </tr> <tr> <td>Identity number</td> <td>930514 5745 087✓</td> </tr> <tr> <td>Address</td> <td>15 Ndaba Street Lenasia 1827✓</td> </tr> <tr> <td>Cell</td> <td>072 172 3291✓</td> </tr> </table> <p>No marks if the information is not from the scenario.</p> <table> <tr> <td>Content:</td> <td>14</td> <td>as indicated</td> </tr> <tr> <td>Language:</td> <td>3</td> <td>-½ per language mistake</td> </tr> <tr> <td>Layout:</td> <td>3</td> <td>-1 per mistake</td> </tr> </table> <p>If the content is misinterpreted or if candidate gets 0 for content, no marks may be allocated for layout or language.</p>		Surname	Mabunda✓	Name	Vusi	Date of birth	14 May 1993 ✓	Identity number	930514 5745 087✓	Address	15 Ndaba Street Lenasia 1827✓	Cell	072 172 3291✓	Content:	14	as indicated	Language:	3	-½ per language mistake	Layout:	3	-1 per mistake
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(20)
[40]

QUESTION 3

- | | | | | |
|-----|--------|--|-------------|------|
| 3.1 | 3.1.1 | The pitch should rather be lower than higher (become agitated). | | |
| | 3.1.2 | The tone should be warm and friendly portraying 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 | | |
| | 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 × 1) | (5) |
| 3.4 | 3.4.1 | <ul style="list-style-type: none"> • Starting with a question • Telling an interesting personal experience • Demonstrating a fact • Using a catchy quotation • Telling a joke • Giving an interesting or shocking fact • Referring to a particular problem or situation | (Any 3 × 1) | (3) |
| | 3.4.2 | <ul style="list-style-type: none"> • Nod heads in agreement • Laugh when something is funny • Shake heads in disbelief • Frown if dissatisfied or do not understand | (Any 3 × 2) | (6) |
| 3.5 | 3.5.1 | <ul style="list-style-type: none"> • Size of the audience • Size of the venue • Possibilities and limitations of various media • Availability of electricity • Audiovisual content of the programme | (Any 4 × 1) | (4) |
| | 3.5.2 | Audiovisual aids refer to any aid that produces sound as well as images/pictures. | | (2) |

- 3.5.3
- DVD
 - TV
 - Film
- (Any 2 × 1) (2)
- 3.5.4
- The computer is the way that ticketing is being done.
 - It is easy to make changes and clear to see.
- (2)
[40]

QUESTION 4

- 4.1
- To introduce a new product or service
 - To remind consumers of an existing product
 - To persuade 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 everybody right across the country.
- (2 × 2) (4)
- 4.4
- Difficult to refer back to the message
 - No illustrations as only voice 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 that most likely will buy a specific product or use the service that you offer as a company.
- (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 N6 diploma ✓

Three years' experience in travel industry ✓

Fluent in English ✓

Valid passport ✓

Excellent health ✓

Two references ✓

Starting: 1 August 2021 ✓

Closing date for applications: 17 July 2021 ✓

Apply: Human resource manager, PO Box 1829, Johannesburg, 2000 ✓

Layout: 2 spacing, frame, colour
 Language: 3 -½ per language or spelling mistake
 Content 15 as indicated above

(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 ideas. (2)

5.1.2 A junior staff member requesting leave from his/her supervisor/management. (2)

5.2

PRIVATE MEETING	PUBLIC MEETING
Monthly meeting	National gathering
Extraordinary meeting	Symposia
Congress	
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

MINUTES OF A SPECIAL STAFF MEETING OF DIRECT TRAVEL AND TOURS CONSULTANTS

HELD IN THE STAFF ROOM 8 DECEMBER 2021 AT 10:00

1. WELCOME

The chairperson, Mambo welcomed all the staff members present.

2. ATTENDENCE REGISTER

25 members attended and signed the attendance register.

3. APOLOGIES

Mr Mbedzi and Mrs Maduna (were 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 staff 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 for the same company.

5. CLOSING

The meeting closed at (11:00).

Signed:

Date: _____

Chairperson: _____

Secretary: _____

Do not give these 2 marks when signed.

Content: 19

Language 1 (must be in third person and past tense)

(20)
[40]

TOTAL: 200