



**higher education  
& training**

Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

# **MARKING GUIDELINE**

**NATIONAL CERTIFICATE  
NOVEMBER EXAMINATION  
TOURISM COMMUNICATION N5  
24 NOVEMBER 2016**

**This marking guideline consists of 9 pages.**

**QUESTION 1**

- 1.1
- He should provide all the documentation received when he booked for Namibia.
  - He should explain that he did not receive the extra free days for every three days booked.
  - He must first ensure that the company is at fault before he complains.
  - He should mention the action he expects from WWTT. They must add the free days or must cancel his booking and refund him. (4 × 1) (4)
- 1.2
- She must find out exactly why he is dissatisfied.
  - Explain to him the extra days are already included in the price he paid.
  - Offer him the option to cancel and receive a refund.
  - She can refer him to a higher authority to deal with the matter. (4 × 1) (4)
- 1.3
- 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 are destructive in nature. (Must explain both to receive marks) (2 × 2) (4)
- 1.4
- |       |   |  |  |
|-------|---|--|--|
| 1.4.1 | D |  |  |
| 1.4.2 | B |  |  |
| 1.4.3 | C |  |  |
| 1.4.5 | A |  |  |
- (4 × 1) (4)
- 1.5
- Working conditions (crowded space)
  - Conflicting personalities
  - Poor/ineffective communication.
  - Training (and development) (4 × 1) (4)
- 1.6
- 1.6.1
- Grievance procedure is when an employee is dissatisfied with the manner in which he/she is treated by management/employer. And a disciplinary action is launched by the management in reaction to misconduct of an employee. (Must explain both for 2 marks)
- 1.6.2
- Juliet's leave was cancelled two days before it was supposed to start, now she started a grievance procedure against the manager. And after Juliet failed to apply for the client's visa, a disciplinary hearing followed. (Any suitable example)
- 1.6.3
- It leads to absenteeism
  - Could result in resignations
  - Strikes could follow
  - Decreased productivity
  - Sabotage
  - Late arrivals for work. (Any 3 × 1) (3)

## TOURISM COMMUNICATION N5

- 1.7
- Do not replace staff that retire or resign.
  - Allow employees the option of early retirement.
  - Retain employees in other, positions maybe at lower salaries.
  - Grant extended unpaid leave.
  - Cut back on overtime
  - A shorter work-week.
- (Any 4 × 1) (4)
- 1.8 Sexual harassment is any unwanted repeated action/conduct of a sexual nature. (3)
- 1.9
- |       |       |
|-------|-------|
| 1.9.1 | False |
| 1.9.2 | False |
| 1.9.3 | True  |
| 1.9.4 | True  |
| 1.9.5 | True  |
| 1.9.6 | False |
- (6 × 1) (6)  
**[40]**

**QUESTION 2**

2.1	Layout	4	-1 per mistake
	Language	6	-½ per language or spelling error
	Content	10	as indicated

**If the content is misinterpreted (or if there is no content) no marks can be earned for layout and language.**

Tel no

**Letterhead WWTT \***

Fax no

Any address \*

Any date in June 2016

Mr Magare\*

Any address\*

Postal code\*

Dear Mr Magare\*

#### TRAVEL OPTIONS TO NAMIBIA

Thank you for your enquiry regarding holiday options to Namibia

At the moment there is a special offer for the period you are interested in until 31 July 2017.

When you book for three consecutive nights the fourth night is free. Destinations included in this special are: Etosha at the Halali camp for R1 950 for 4 days pp; for an 8 day getaway at Ai-Ais hot springs Spa for R3 000 pp another option is an exploration of the Namib Desert with an 8 day stay at Sesriem Campsite for R750 pp. Henties Bay is also included in this special: three nights for R1 890 per person

For direct bookings you can phone Cape Town 021 454 3737.

If you need any further assistance, please call me, etc. (any goodwill)

Yours faithfully/sincerely

*JMoitsi \**

J MOITSI \*

CONSULTANT \*

(20)

1.2

**Memorandum**

To: Mrs Lebo Mashaba \*  
From: Julia Moitsi \*  
Date: Before or on 12 June 2016 \*

**REPORT ON TOURIST DESTINATIONS IN NAMIBIA****TERMS OF REFERENCE**

Mrs Lebo Mashaba, requested Julia to investigate the availability of tourist destinations in Namibia before 12 June 2016.

**PROCEDURES**

Interview managers of 4 popular destinations  
100 questionnaires studied

**FINDINGS**

The following options are available. When you book for three consecutive nights the fourth night is free

1. You can get a four night stay inside Etosha at the Halali camp for R1 950 pp.
2. An 8 day getaway holiday at Ai-Ais hot springs Spa for R30 00 pp.
3. Exploration of the Namib Desert with an 8 day stay at Sesriem Campsite for R750 pp.
4. Henties Bay is also included in this special: three nights for R1890 per person. (3 × 2)

**RECOMMENDATION**

Any one of the above destinations may be recommended

*JMoitsi \**

Layout: 4 -1 per omission or mistake

Language: 3 -½ per mistake

Content: 13 as indicated

**NO marks to be allocated for language and layout if content is 0**

(20)  
**[40]**

**QUESTION 3**

- 3.1
- Enquire about possible destinations.
  - Have a conversation about Namibia./consultation
  - He could make a booking
  - Complain because he did not receive an extra day
- (4 × 1) (4)
- 3.2
- 3.2.1 Every syllable and word must be formed correctly and the voice must be projected/send through the room for everyone to hear.
- 3.2.2 Your tempo/speed should be a little bit slower than your usual conversational tempo.
- 3.2.3 You have to breathe normally to enable you to speak fluently and convincingly to clients
- (3 × 2) (6)
- 3.3 Meta-language is figurative speech, the use of idioms and expressions, does not have a literal meaning. It can easily be taken literally and misunderstood by the receiver. (2)
- 3.4
- 3.4.1 C
- 3.4.2 B
- 3.4.3 E
- 3.4.4 D
- 3.4.5 A
- (5 × 1) (5)
- 3.5
- 3.5.1 If the listener is hard of hearing, he will not be able to hear the speaker and follow the message.
- 3.5.2 If the listener cannot focus on the message, it will pass him by.
- 3.5.3 If there is a poor relationship between the sender and receiver, the receiver will not listen correctly.
- 3.5.4 If we do not have an idea what the purpose of the message is, we may not be motivated to listen.
- 3.5.5 If we cannot benefit from the message, we will not listen.
- (5 × 1) (5)
- 3.6
- 3.6.1 Specific question
- 3.6.2 Open question
- 3.6.3 Closed question
- 3.6.4 Reflective question

- 3.6.5 Hypothetical question (5 × 1) (6)
- 3.7 Welcome Mr Weimar. Mr Weimar from the Namibia Tourist Office is going to address us on safety precautions (1) that tourists should be made aware of before entering Namibia. He was born in Namibia and knows what tourists expect. He has been with the tourist department for the last 15 years. Welcome, Mr Weimar, we are looking forward to your speech/listening to you. The facts, as indicated, should be included. (10)
- 3.8 A conference is a large gathering of people which usually lasts for a number of days and involves a large number of social events, discussions, exhibitions and displays. It usually has a general theme. (3)  
**[40]**

**QUESTION 4**

- 4.1
- To persuade people to buy a product or service
  - To inform them especially about a new product
  - To remind them of an existing product or service
- (3 × 1) (3)
- 4.2
- 4.2.1 Subjective
- 4.2.2 Subjective
- 4.2.3 Objective
- 4.2.4 Objective
- (4 × 1) (4)
- 4.3
- 4.3.1 Affiliation need/love and acceptance
- 4.3.2 Respect and self-respect
- 4.3.3 Self-actualisation
- 4.3.4 Safety and security
- 4.3.5 Physical need
- (5 × 1) (5)
- 4.4
- 4.4.1 Reach large section of market Large illustrations, quite visible
- 4.4.2 Can be used for specific area Immediate effect when needed
- 4.4.3 Ideal for illustrations/photos Longer lifespan than newspapers
- (3 × 2) (6)

4.5 It refers to that group of people that most likely will buy a specific product. (2)

4.6

<p><b>Namibian Adventures</b>✓ <b>four wheel drives</b>✓</p> <p><b>This tour is:</b> For a group of maximum 10 vehicles ✓ maximum of 4 people per vehicle ✓ 8 day expedition through the desert ✓ accommodation in different furnished tented camps✓ All meals are included/served.✓</p> <p>Excluded: extra fuel✓</p> <p>Cost R8 000 per vehicle✓ and R400 per person✓ Individual or group bookings are accepted (1) Book at any travel office, or directly at Namibian Adventures, P. O Box 255 Windhoek.✓ For more information contact tel. no. 076 345 3455✓</p> <p>Layout (3) Spacing, frame, colour Language (4) -½ per language or spelling mistake Content (13) If misinterpreted, or no content , no marks for language and layout</p>	(20) <b>[40]</b>
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## QUESTION 5

5.1 Vertical communication channel – the manager requests that Julia deals with a client's booking.  
Horizontal communication channel – All the consultants are in a meeting.  
Diagonal communication channel – The manager of the personnel dept requests the accounts dept to help them with a problem.  
Accept any suitable example. (6)

5.2

5.2.1	Informal group	
5.2.2	Quality circle	
5.2.3	Committee	
5.2.4	Task group	

(4 × 1) (4)

5.3

PRIVATE MEETING	PUBLIC MEETING
Receive notice of the meeting	Advertised in mass media
Only members can attend	Open to the public/everyone
Make decisions	Can only make recommendations

(6 × 1) (6)



5.4	5.4.1	False		
	5.4.2	True		
	5.4.3	False		
	5.4.4	True		
			(4 × 1)	(4)

5.5 **Notice and agenda**

WWTT (letterhead)

Any Address\*

Tel no

Fax

Date between 13–17 June\*

Dear Members\*

Please take note of a monthly general meeting of WWTT staff to be held in the Boardroom on 23 June 2016 (1) at 11:00

J Moiti \*

J MOITSI \*

SECRETARY \*

**AGENDA**

1. (Opening) and Welcome ½
2. Attendance register ½
3. Apologies ½
4. Minutes of the previous meeting ½
5. Matters arising from the minutes ½
- None
6. New matters to be discussed ½
  - 6.1 Vaccinations necessary for tourists visiting Namibia
  - 6.2 Package deals for fishermen
  - 6.3 Selection of four wheel drive routes in Namibia
7. Date of next meeting ½
8. Closing ½

Layout 4 \* -1 per mistake or omission

Language 3 -½ per language or spelling mistake

Content 13 as indicated

(20)

**[40]**

**TOTAL: 200**