



# higher education & training

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

**N1510(E)(N24)H  
NOVEMBER EXAMINATION  
NATIONAL CERTIFICATE  
TOURISM COMMUNICATION N5**

(5140195)

**24 November 2016 (X-Paper)  
09:00–12:00**

**OPEN-BOOK EXAMINATION**

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

**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

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**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 answers must reflect the situation in the tourism industry.
  5. Provide factual and relevant answers. Be specific. NO marks will be earned with meaningless and vague answers.
  6. No attempt will be made to decipher illegible handwriting.
  7. Start each question on a NEW page.
  8. Rule off on completion of the complete answer.
  9. Leave a line open between the answers to the short questions.
  10. 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.
  11. Write neatly and legibly.
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**Background Information****Experience Namibia for 25% cheaper**

A number of Namibia Wildlife destinations have a special deal from 1 November to 31 July 2017. When you book for three consecutive nights the fourth night is free. You can get a four night stay inside Etosha at the Halali camp for R1950 pp or a 8 day getaway holiday 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. Stay 8 days, pay for six. Henties Bay is also included in this special: four nights for R1 890 per person. These offers are endless, the more days you book, the more free days you qualify for.

Phone Cape Town 021 454 3737.

**QUESTION 1**

Mr and Mrs Magare took up this offer and booked for 8 days in the Etosha. But they are dissatisfied as they did not get their discount as they had to pay R3 900, which they believe was the full price without receiving their free days. They created quite an uproar in the office, shouted at Julia, threatened her with legal action for misleading advertising. The amount was actually for 6 days only and the free days were already included in the price.

- 1.1 Exactly how should Mr Magare go about if he wants to complain about this situation? (Do NOT copy from the textbook.) (4)
- 1.2 Explain in FOUR steps exactly how Julia Moitsi, the consultant at World Wide Travel and Tours (WWTT), should deal with this situation. (Apply the information to the situation above, do NOT merely copy from the textbook.) (4)
- 1.3 What is the difference between functional and dysfunctional conflict? Give a tourism related example of each. (2 × 2) (4)

- 1.4 Match the correct type of misconduct in COLUMN B with the example given in COLUMN A. Write only the letter (A–D) next to the question number in (1.4.1–1.4.4) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.4.1	Jean was now sent on a second training course to be able to do internet bookings but he just cannot cope	A	misconduct
		B	incapacity
		C	incompatibility
1.4.2	John is still in hospital after the car accident	D	incompetence
1.4.3	Mara and Joyce never manage to see eye to eye on any matter in the office		
1.4.4	When someone disagrees with Jabulani, he becomes violent and assaults them		

(4 × 1)

(4)

- 1.5 Jean and Peter have to share a desk in the office. There is not enough space for all their administrative material and Jean is a tidy person who prefers a specific space for everything and Peter could not be bothered. Although Jean tried to explain to Peter to be more organised, he just does not listen. Jean has a university degree and Peter a certificate in Tourism.

Name FOUR causes of conflict as it occurs in the scenario above.

(4)

- 1.6 1.6.1 What is the difference between a *grievance procedure* and a *disciplinary action*?

(2)

1.6.2 Give a tourism related example of each in QUESTION 1.6.1.

(2)

1.6.3 Name THREE problems that may arise when grievance procedures are not addressed.

(3)

- 1.7 Name FOUR alternative solutions management should consider instead of retrenching employees.

(4)

- 1.8 Define *sexual harassment*.

(3)

1.9 Indicate whether the following statements, indicating examples of sexual harassment are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.9.1–1.9.6) in the ANSWER BOOK.

1.9.1 The co-workers do not mind that John likes to touch a person when having a conversation.

1.9.2 John asked Mary out on a date.

1.9.3 The manager tries to get every female worker in bed.

1.9.4 Jack placed a pornographic picture on the screen saver of the computer used by several staff members.

1.9.5 Jokes with sexual innuendos are frequently told to the female workers by Peter.

1.9.6 The consultants danced the night away during the social office gathering.

(6 × 1)

(6)  
[40]

## QUESTION 2

2.1 Response to a letter of enquiry

Mr Magare planned a holiday in Namibia. He wrote a letter of enquiry requesting options and prices for a trip during April–May 2017. It should be longer than a week and could include different destinations.

Use the background information above to write the reply of Julia Moitsi to Mr Magare's letter of enquiry.

Layout	Language	Content
4	6	10

(20)

2.2 After Mr Magare's enquiry about suitable holiday destinations in Namibia, the manager, Mrs Lebo Mashaba, requested Julia to investigate the matter and make a recommendation.

Julia interviewed the managers of 4 popular destinations in Namibia. She studied questionnaires of 100 tourists who have visited these destinations.

Write the report in memorandum form, using the following headings:

Terms of reference

Procedures

Findings – mention THREE findings based on the background information.

Recommendation – Make ONE recommendation

The report must be submitted on 12 June 2016

Layout	Language	Content
4	3	13

(20)  
[40]

### QUESTION 3

3.1 Keeping the background information in mind, mention FOUR oral situations that Julia and Mr Magare could find themselves involved in. (4)

3.2 Your voice plays a very important part in effective communication.

What should you remember about:

3.2.1 Articulation and projection when delivering a speech?

3.2.2 Tempo during a telephone conversation?

3.2.3 Correct breathing during a consultation?

(3 × 2) (6)

3.3 Explain what is *meta-language*. (2)

- 3.4 Choose the type of meta-language from COLUMN B that matches the example in COLUMN A. Write only the letter (A–E) next to the question number (3.4.1–3.4.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.4.1	The previous manager passed away yesterday.	A	sarcasm
3.4.2	Are you ever going to be able to finish that booking?	B	hyperbole
3.4.3	The waves were as big as houses.	C	euphemism
3.4.4	We will all meet at the foot of Table Mountain.	D	personification
3.4.5	Who needs enemies with friends like you	E	si mile

(5 × 1)

(5)

- 3.5 Explain how the following factors can influence listening in a negative way:

3.5.1 Auditory ability

3.5.2 Concentration

3.5.3 Relationship between sender and receiver

3.5.4 Purpose

3.5.5 Utility

(5 × 1)

(5)

- 3.6 During an information interview, a variety of questions are asked. Indicate which type of question is each one of the following examples.

3.6.1 What is the most popular destination in Namibia?

3.6.2 Why would you not recommend camping?

3.6.3 Do we need a visa for Namibia?

3.6.4 What you are saying, is that Namibia is a very expensive destination?

3.6.5 If I had a breakdown in Namibia, how would I be able to obtain assistance?

(5 × 1)

(5)

- 3.7 Mr Weimar from the Namibia Tourist Office will address the staff on the safety precautions tourists should be made aware of when visiting Namibia. He was born in Namibia and had been with the tourist department for 15 years. He knows the country and what tourists can expect and enjoy.

Write a short speech of between 70 and 80 words to welcome Mr Weimar. (10)

- 3.8 Define the term *conference*. (3)  
[40]

#### QUESTION 4

- 4.1 Name THREE reasons why companies advertise. (3)

- 4.2 Indicate whether subjective or objective language is being used in the following examples. Write only 'objective' or 'subjective' next to the question number (4.2.1–4.2.4) in the ANSWER BOOK.

4.2.1 You will never experience anything like this again.

4.2.2 For only R499 per person, you will be spoiled rotten.

4.2.3 You will have to add 14% tourist tax to your bill.

4.2.4 Windhoek is the capital city of Namibia.

(4 × 1) (4)

- 4.3 In order for people to react to an advertisement you must address their needs.

Which need is addressed in each of the following?

4.3.1 This is the ideal holiday for friends and family, sharing a wonderful experience.

4.3.2 The tour leader has won many awards during the last five years.

4.3.3 There is an opportunity to do charity work amongst the inhabitants.

4.3.4 Be sure to get all the necessary vaccinations before you depart to Namibia.

4.3.5 Tents come equipped with beds and showers and toilets.

(5 × 1) (5)



- 4.4 Give TWO reasons why each of the following mass media would be the best choice for each advertisement.
- 4.4.1 Bill Board for a new airline that starts to operate quite soon.
- 4.4.2 Newspaper for a job advertisement for tour guides in Namibia.
- 4.4.3 Magazines for the cruises for 2017. (3 × 2) (6)
- 4.5 What is meant by the term *target market* in advertising? (2)
- 4.6 Namibian Adventures can take a group of 10 four wheel drive vehicles with a maximum of 4 people per vehicle on an 8 day expedition through the desert. Accommodation is in different furnished tented camps. All meals are served. Drivers must make provision for extra fuel as there is only one fuel station on route. Individual or group bookings are accepted. The cost is R8000 per vehicle and R400 per person. Bookings can be done at any travel office, or directly at Namibian Adventures, P. O Box 255 Windhoek. Tel 076 345 3455
- Use a full page in the ANSWER BOOK to draw up a display advertisement. Keep the AIDA principle in mind. This must not be done in a paragraph. (20)  
**[40]**

## QUESTION 5

- 5.1 Three formal communication channels are identified.
- Name these THREE channels and give a tourism related example of each. (3 × 2) (6)
- 5.2 Identify the type of group from the following information:
- 5.2.1 Spontaneously formed by people with shared interests.
- 5.2.2 A group from different levels of the company who meet on a regular basis.
- 5.2.3 This group has to deal with a matter referred to them.
- 5.2.4 They have to investigate matters like grievances. (4 × 1) (4)
- 5.3 Write the headings: Private meeting and Public meeting.
- Indicate now, under these headings, THREE differences between these types of meetings. (6)

5.4 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (5.4.1–5.4.4) in the ANSWER BOOK.

5.4.1 A congress is a public meeting.

5.4.2 The procedure to suspend members must be dealt with in the constitution of the organisation.

5.4.3 The minutes must be written in the present tense.

5.4.4 The agenda is the working programme of a meeting.

(4 × 1) (4)

5.5 Julia Moitsi is the secretary of the staff meetings at WWTT. She has to draw up the notice and agenda of the monthly general staff meeting to be held on Thursday 23 June 2016 at 11:00 in the boardroom. Matters to be dealt with are: vaccinations necessary for tourists visiting Namibia; package deals for fishermen; selection of four wheel drive routes in Namibia.

Draw up the notice and agenda for this meeting.

(20)

[40]

**TOTAL: 200**