



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

**NATIONAL CERTIFICATE
TOURISM COMMUNICATION N5**

22 NOVEMBER 2018

This marking guideline consists of 9 pages.

QUESTION 1

- 1.1
- The train was late and did not depart at 12:00.
 - There was a problem with her booking.
 - The telephone in the compartment was out of order.
 - The compartment had no air conditioning and there was no privacy.
 - The TV lounge was not available for passengers/used by staff.
 - The menu was not followed/Fish and chips were served instead of chicken and vegetables. (5)
- 1.2
- Bad word of mouth by Mrs Kunutu may hurt the business.
 - Obstacles may impede accurate listening.
 - Bad publicity may lead to a decrease in the number of passengers.
 - A lot of time and energy were wasted. (Any 2 × 2) (4)
- 1.3
- They could partially refund her fare.
 - They could give her a discount the next time she books a trip with them. (Any other suitable adjustment) (2 × 2) (4)
- 1.4 Yes, (1) misconduct. She did not act according to what was expected of her.(1) (2)
- 1.5
- 1.5.1 Disciplinary procedure (1)
- 1.5.2 They must ensure a fair hearing and she should be notified of the accusations against her. (2)
- 1.5.3 She may call witnesses/may have legal presentation/she has the right to appeal. (3)
- 1.6
- 1.6.1 C
- 1.6.2 D
- 1.6.3 A
- 1.6.4 B (4 × 1) (4)
- 1.7 Dismissal – when the services of an employee are terminated because of valid reasons, such as misconduct. By error of the employee.
- Retrenchment – when a business has to let employees go because of the company's financial difficulties. The company cannot pay the employees any longer. (2 × 3) (6)
- 1.8
- 1.8.1 *Verbal conduct*: Tony tells the ladies unwelcome jokes of a sexual nature.
- 1.8.2 Sexual favouritism: The manager only pays good bonuses to those who respond positively to his sexual advances.

- 1.8.3 Physical contact: Conducting a strip search in the presence of the opposite sex.
- 1.8.4 Non-verbal conduct: Jacky always stares blatantly at the ladies' breasts.
- 1.8.5 Quid pro quo harassment: The manager promises Tumi a promotion in exchange for sexual favours.
(Any suitable example to explain each of the above) (5 × 1) (5)
- 1.9
- Must commit themselves to deal with the problem should it occur.
 - A policy should be developed to prevent sexual harassment.
 - The policy should explain the procedure that should be followed in the case of harassment.
 - The issue of sexual harassment should be included in orientation and training programme.

(4)
[40]**QUESTION 2**

2.1

Mark allocation	
Layout	4 – 1 per mistake
Language	6 – ½ per language or spelling error
Content	10 – as indicated

Date after 17 December
Tel 012 345 345

Letterhead of Harvey World Travel
45 Church Street
PRETORIA
0001

Mrs Kunutu
Any address
Postal code (4 numbers)

Dear Mrs Kunutu

COMPLAINT: TRAIN JOURNEY TO CAPE TOWN 2 DECEMBER

Thank you for your letter of complaint regarding your train journey. (1)

We apologise for the discomfort and problems you encountered. (1)

Give an explanation for:
Late departure, phone not working, deviation from published menu. (3)

- What will be done about the situation? (2)
- Adjustment to the client. (2)
- Goodwill paragraph (2)
- Yours faithfully/sincerely
- Signature
L Mbatha
SENIOR CONSULTANT (20)

2.2 MEMORANDUM

FROM: Lindiwe Mbatha
DATE:

TO: Samuel Twala
Date after 22 December

REPORT ON JOHANNESBURG-CAPE TOWN ROUTE

1. TERMS OF REFERENCE

The manager, Mr Twala instructed(1) Ms Mbatha to investigate Mrs Kunutu's complaint (1) about the journey between Johannesburg and Cape Town and report back on 22 December 2018(1) (3)

2. PROCEDURES

Interview with the chef
Interview with the head steward
Questionnaires completed by passengers (3)

3. FINDINGS

The train departed five hours late from Johannesburg due to a power failure between Pretoria and Johannesburg.
The telephone system on the train was out of order.
Fish and chips instead of chicken and vegetables were served because ...
The air conditioning was out of order.
Staff members used the TV lounge during their working hours.
Passengers had to leave the doors to their compartments open for ventilation – no privacy.
Passengers were satisfied with the sleeping arrangements. (Any 5 × 1) (5)

4. RECOMMENDATIONS

Passengers must be notified in the case of a late departure.

The telephone system should be replaced immediately with a reliable system.

The chef should check the food supplies before departure to ensure that he can stick to the menu.

The air conditioning should be checked and serviced before every journey.

Staff members should not use the TV lounge which is meant for passengers/a lounge for the use of the staff should also be equipped with recreational objects. (Any FOUR or any appropriate recommendations) (4)

Recommendations must correspond with the findings.

Signature of Lindiwe Mbatha

Mark allocation	
Layout	2
Language	3
Content	15 – as indicated

(20)
[40]

QUESTION 3

- 3.1
- The client could enquire about the luxury train from Johannesburg to Cape Town.
 - Mrs Kunutu could complain about the poor service.
 - Discuss the correction of the complaint with client.
 - Interview with the client to determine needs/job interview.
 - Client books trip(s) to Cape Town from Johannesburg.
 - Meetings are held in the office (Any 4 × 1) (4)
- 3.2
- 3.2.1 Pitch can be high, medium or low. The tone is the emotion/feeling reflected in the voice. (2)
- 3.2.2
- When excited, agitated or angry, the voice pitch will be higher. When relaxed, the pitch will be low.
 - By changing the tone of your voice, you will be able to sound friendly, cross, informal, stiff. (4)
- 3.3
- Knowledge: He/She must know what to say.
 - Credible/Trustworthy: Must not lie or distort the truth.
 - He/She must have an established reputation.
 - Must have the necessary testimonials. (Any 3 × 1) (3)

- 3.4
- Ensure that the system works.
 - Adjust the system to your height.
 - Hold mouth near the microphone.
 - Use cards not paper that may be noisy.
 - Speak clearly, naturally and normal – do not shout.
 - Adjust your speaking tempo to be a little bit slower than ordinary. (4 × 1) (4)
- 3.5
- To inform or teach
 - To motivate
 - Explore or discuss
 - To persuade (Any 3 × 1) (3)
- 3.6
- Welcome the passengers on board(1) – we hope you enjoy the journey.(1)
 Give information about the use of telephone for orders,(1) availability of TV (1)
 and indicate where, (1) as well as in the dining room. Mention meal times, (1)
 and estimated time of arrival(1)
 Repeat welcome
 (Deduct 2 marks maximum for language and spelling errors.) (10)
- 3.7
- Each syllable must be formed correctly and pronounced clearly.(1)
 If not, the listener will not be able to identify the message correctly.
 He/she will not be able to recognise the words.(1) (2)
- 3.8
- Correct breathing will help you to overcome your nervousness.(1)
 One cannot speak fluently if you are out of breath.(1) (2)
- 3.9
- 3.9.1 The manager tries to convince Peter to withdraw his resignation.
- 3.9.2 Lindiwe Mbatha makes an appointment to learn about the different travel options.
- 3.9.3 Interview with Patience because she slept on the job. (3 × 1) (3)
- 3.10
- Focus on what is being said/learn to concentrate
 - Identify the essence of the message/what is the speaker saying
 - React to what is being said
 - Synthesise and integrate what you heard (Any 3 × 1) (3)
- [40]**

QUESTION 4

- 4.1 Advertising is any form(1) of non-personal presentation(1) or promotion(1) of ideas, products or services(1) by an identified sponsor.(1) (5)
- 4.2 4.2.1 The GSA is a manual for travel agents and they should know about it.
- 4.2.2 Tourists should be aware of the requirements necessary when planning to travel. (2 × 2) (4)
- 4.3
- Can be used for specific area
 - Classifieds are relatively cheap.
 - Adverts may be inserted at short notice
 - Suitable for wide range of products (Any 3 × 1) (3)
- 4.4 4.4.1 Subjective
4.4.2 Objective
4.4.3 Subjective
4.4.4 Subjective (4 × 1) (4)
- 4.5 Advantages
- Messages can be transmitted locally or internationally in an instant by satellite.
 - It is possible to access a huge store of knowledge from the internet quickly and easily.
- Disadvantages
- Equipment is very expensive. For the internet, you need a computer.
 - Computer viruses can wipe out all your computer content. (2 × 2) (4)
- 4.6 **Harvey World Travel (1)**
2 December (1)
Attention all the passengers departing for Cape Town(1)
- Train to Cape Town departing at 07:00 (1) will be delayed by 5 hours (1)
The train will only depart between 12:00 and 13:00 (1)
Delay is caused by a power failure between Pretoria and Johannesburg (1)
We apologise for the inconvenience (1)
You are invited to the departure lounge for refreshments (1)
- The train should arrive in Cape Town tomorrow at 18:00 (1)
- Thank you for your patience/understanding etc (1)
- Signature (1)
-

Mark allocation	
Layout	3 – Spacing, frame
Language	5½ – per language or spelling mistake
Content	12 – as indicated

(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 that idea.
- 5.1.2 An employee requesting leave from the management (any employee towards management communication) (2 × 2) (4)
- 5.2 A meeting is a gathering of two or more people(1) to discuss matters of mutual interest,(1) reach decisions(1) and implement them.(1) (4)
- 5.3 5.3.1 False
- 5.3.2 False
- 5.3.3 True
- 5.3.4 False
- 5.3.5 True
- 5.3.6 True
- 5.3.7 False
- 5.3.8 False (8 × 1) (8)
- 5.4 5.4.1 Amendment
- 5.4.2 Honorarium
- 5.4.3 Motion
- 5.4.4 Proxy (4 × 1) (4)
- 5.5 MINUTES OF A SPECIAL STAFF MEETING OF HARVY WORLD TRAVEL HELD IN THE STAFF ROOM ON 22 DECEMBER 2017 AT 11:00 (2)
1. OPENING AND WELCOME (1)
 The chairperson, Mr Twala, opened the meeting and welcomed all the staff members present. (1)
2. ATTENDANCE REGISTER (1)
 24 members attended the meeting and signed the attendance register.(1)
3. APOLOGIES (1)
 Mr Langa and Mrs Lock were both on study leave (1)

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4. POOR SERVICE ON CAPE TOWN JOURNEY (1)
- 4.1 The air conditioning should be serviced before the next journey. Mr ... will arrange it with the company. (2)
- 4.2 The telephones in the compartments should all be checked, and those that were out of order should be reported and the company contacted to repair them. Mr ... will contact them. (2)
- 4.3 No staff member is allowed to use the TV lounge. It is available to passengers only. It was decided that a lounge for staff use will be arranged. Person responsible: ... (2)
5. CLOSING (1)
- The meeting closed at (between 12:00 and 13:00) (1)

Approved:

Date: ...

Chairperson: ...

Secretary: ...

(No marks if signed)

Mark allocation	
Layout	4 – Heading and approval
Language	1 – Must be written in past tense and in third person
Content	15 – As indicated

(20)
[40]

TOTAL: 200