



# higher education & training

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

N1520(E)(N22)H

**NATIONAL CERTIFICATE**

**TOURISM COMMUNICATION N5**

(5140195)

**22 November 2018 (X-Paper)**  
**09:00–12:00**

**OPEN-BOOK EXAMINATION**

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

**Electronic dictionaries may NOT be used.**

**This question paper consists of 9 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. Give factual and relevant answers. Be specific. NO marks will be given for meaningless and vague answers.
  6. Start each question on a NEW page.
  7. Rule off after you have answered each complete answer.
  8. Leave a line open between the answers to the short questions.
  9. Read the background information carefully and base your answers, where possible, on that information.
  10. You may only use material handed out in the examination venue. 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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**CASE STUDY****Harvey World Travel: Luxury train**

Travel in luxurious style

Be refreshed and rested on arrival at your destination

Travel between Johannesburg and Cape Town

Johannesburg – Cape Town: Monday, Wednesday, and Saturday

Cape Town to Johannesburg: Tuesday, Thursday and Sunday

Depart 07:00 both directions

Arrive next day at 14:00 at your destination

Single and double compartments available

All meals are included, prepared by our gourmet chef and served in the dining room.

A lounge with TV and other entertainment is available

Air conditioned

Ticket price depends on first- or second-class travel

Booking in advance is essential at 012 345 3456 or at our offices

45 Church Street, PRETORIA, 0001

Mrs Kunutu was very impressed by this advertisement and decided to book a return journey to Cape Town on 2 October. She would depart on 2 December and return on 17 December. Firstly, her booking was cancelled (for no apparent reason) after she had paid for a first-class ticket and payment was confirmed. She phoned the office several times, and even personally visited Harvey World Travel's office. The staff was very unhelpful and continued to eat and smoke behind the reception counter. When they rectified the cancellation eventually, they told her not to be late when the train departs.

The train was, however, five hours late in departing from Johannesburg, and the passengers had to wait on the platform in the hot sun. After the journey commenced, the staff instructed passengers to use the telephone in their compartments to order food from the dining room during the journey. This telephone was, however, out of order the entire journey. There was no air conditioning in Mrs Kunutu's compartment, and she had to open the door for fresh air, with the result that she had no privacy during the journey.

Instead of chicken and vegetables as indicated on the menu, the passengers received fried fish and chips, which was not Mrs Kunutu's idea of a main meal. In the TV lounge, staff occupied all the available seats, and there was nowhere passengers could sit and watch television. The sleeping arrangements were at least comfortable.

**QUESTION 1**

- 1.1 On arrival in Cape Town, Mrs Kunutu complained to management about the inconvenient journey.  
Give FIVE valid reasons why she complained to the management of Harvey World Travel. (5)
- 1.2 During the discussion between Mrs Kunutu and the manager, Mr Langa, she threatened to inform the press of the misleading advertisement and of the incompetent staff. Name TWO results that his could have for the company. (2 × 2) (4)
- 1.3 Name TWO adjustments Mrs Kunutu may expect from the company. (This should be relevant to the situation.) (2 × 2) (4)
- 1.4 May Tumi, the consultant who cancelled Mrs Kunutu's ticket initially, be fired? Substantiate your answer. (1 + 1) (2)
- 1.5 If the company should decide to fire Tumi, they have to follow a certain procedure before they dismiss Tumi.
- 1.5.1 Name this procedure. (1)
- 1.5.2 Name TWO steps the company should follow during this procedure. (2)
- 1.5.3 Name THREE rights to Tumi's disposal during this procedure. (3)
- 1.6 There are a number of work situations that can lead to the dismissal of an employee. Choose a/an item/word from COLUMN B that matches a description in COLUMN A. Write only the letter (A–D) next to the question number (1.6.1–1.6.4) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.6.1	Tumi cancelled Mrs Kunutu's ticket.	A	incompetence
1.6.2	The staff on the train pushed and shoved the passengers from the TV lounge.	B	incapacity
1.6.3	The chef could not cope with the preparation of all the food on the train.	C	misconduct
1.6.4	The drinks steward broke his leg and was on sick leave because he could not travel.	D	assault

(4 × 1) (4)

- 1.7 There are TWO ways in which a company could end an employee's employment. Name these TWO options and explain the differences between them. (2 × 3) (6)

1.8 Sexual harassment may be defined as any repeated, unwanted act of a sexual nature. Give ONE example of each of the following types of sexual harassment:

- 1.8.1 Verbal conduct
- 1.8.2 Sexual favouritism
- 1.8.3 Physical contact
- 1.8.4 Non-verbal conduct
- 1.8.5 Quid pro quo harassment

(5 × 1) (5)

1.9 What role should management in preventing and dealing with sexual harassment?

(4)  
[40]

## QUESTION 2

2.1 To ensure that management would all be aware of the shortcomings on the train journey and the service rendered, Mrs Kunutu wrote a letter of complaint to the management of Harvey World Travel, listing all the problems she encountered on her journey. The manager requested you, Lindiwe Mbatha, the company's senior consultant, to reply to Mrs Kunutu by writing a positive letter of adjustment. Use a fictitious address for the client.

Write the letter of adjustment to Mrs Kunutu.

Start on a NEW page.

LAY OUT	LANGUAGE	CONTENT
4	6	10

(20)

2.2 Mr Twala requested Miss Mbatha to investigate the incident after he received the letter of complaint. One hundred and ten questionnaires had been completed by the passengers on the journey in question. She would also have to interview the chef and the head steward who had been on duty during the journey. This report had to be submitted to Mr Twala on 22 December.

When writing the report, you should use the information given in the case study at the beginning of the question paper. You should include FIVE findings and at least FOUR recommendations in order to improve the current situation.

Write this report in memorandum form and use the following headings:

- Terms of reference
- Procedures
- Findings
- Recommendations

Start on a NEW page.

LAY OUT	LANGUAGE	CONTENT
2	3	15

(20)  
[40]

### QUESTION 3

Read the following scenario and answer the questions.

The staff at Harvey World Travel attended a seminar with the theme, *Service excellence*. The purpose was to make them aware of the importance of effective communication.

- 3.1 Name FOUR specific oral situations you can expect to encounter daily in a tourism office. (4)
- 3.2 3.2.1 Explain the difference between *pitch* and *tone*. (2)
- 3.2.2 Indicate how each one of the voice qualities in QUESTION 3.2.1 will influence the message you are communicating. (4)
- 3.3 What do you regard as the THREE most important responsibilities of a speaker or communicator? (3)
- 3.4 Name FOUR matters regarding the use of a microphone of which the user must be aware. (4)
- 3.5 Name THREE goals the manager may have in mind when addressing staff when he needs them to agree on a new policy and changes in the workplace. (3)
- 3.6 Write a short speech of 100 words to welcome passengers on board the train. You need to mention some details that will help them to settle in and to follow the right procedures. (10)
- (Use the information in the case study above.)
- 3.7 Why is articulation important, especially in South Africa where there are 11 official languages? (2)
- 3.8 Why is the correct breathing important when communicating? (2)

- 3.9 Give an example of each of the following types of interviews used in the travel industry.
- 3.9.1 Persuasive interview  
 3.9.2 Information interview  
 3.9.3 Disciplinary interview
- (3 × 1) (3)
- 3.10 Name THREE ways you can recommend to someone to improve their listening skills.
- (3)  
**[40]**

#### QUESTION 4

- 4.1 Define the term *advertising*. (5)
- 4.2 A large number of new countries have also been included in the Schengen visa.  
 Explain why this information should be advertised in both of the following:
- 4.2.1 The GSA  
 4.2.2 The travel supplement of a Sunday newspaper
- (2 × 2) (4)
- 4.3 Newspapers as a medium may be used for advertising in the tourism industry.  
 Name THREE advantages of using newspapers for advertising. (3)
- 4.4 Indicate whether you use SUBJECTIVE or OBJECTIVE language to communicate in each of the following situations. Write only 'subjective' or 'objective' next to the question number (4.4.1– 4.4.4) in the ANSWER BOOK.
- 4.4.1 Use this excellent opportunity to experience a luxurious train trip to Cape Town.  
 4.4.2 The train departs at 07:00.  
 4.4.3 At Cape Town station, you can book a variety of lovely day tours to enjoy the city and its beautiful environment.  
 4.4.4 It was a great inconvenience when the service telephone on the train was out of order.
- (4 × 1) (4)
- 4.5 Name TWO advantages and TWO disadvantages of electronic media. (2 × 2) (4)

#### 4.6 Notice for the notice board.

Use a full A4-page in the ANSWER BOOK to compile a notice for the platform's notice board. You have to inform passengers about the following information:

The train to Cape Town will depart five hours later than scheduled, and will thus not depart at 07:00. This inconvenience is caused by a power failure on the tracks between Johannesburg and Pretoria. Passengers may proceed to the departure lounge for refreshments. The train will leave between 12:00 and 13:00, and should arrive in Cape Town around 18:00 the next day. Management would like to apologise for this inconvenience but they are not responsible for the delay, and cannot rectify the problem.

Start on a new page. Do not write a paragraph but compile a notice that will comply with the AIDA principles.

(20)  
[40]

### QUESTION 5

5.1 Organisational structures and formal communication channels within the company are essential.

5.1.1 Explain how the company can use the informal channel to its advantage.

5.1.2 Give ONE example of upward vertical communication.

(2 × 2)

(4)

5.2 Define the term *meeting*.

(4)

5.3 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (5.3.1–5.3.8) in the ANSWER BOOK.

5.3.1 A notice may contain certain conditions.

5.3.2 The hierarchy of a company is inflexible and permanent.

5.3.3 The membership of an organisation is one of the elements that is determined by the constitution of the organisation.

5.3.4 A meeting can be convened by the chairperson or secretary.

5.3.5 The secretary is responsible for updating the members' list.

5.3.6 The minutes of a meeting are written in the third person.



5.3.7 Any member of an organisation can notify the other members of a meeting.

5.3.8 The treasurer cannot administer the finances of the organisation. (8 x 1) (8)

5.4 Provide the terminology for each of the following descriptions:

5.4.1 The changing of a word or phrase in motion

5.4.2 An amount of money paid for professional services rendered

5.4.3 Proposal to be discussed during the meeting

5.4.4 Authority to vote on behalf of someone else (4 x 1) (4)

5.5 Notice was given of a special staff meeting at Harvey World Travel to be held in the staff room on 22 December 2017 at 11:00. The matter to be discussed was the poor service and conditions passengers had to endure on the journey to Cape Town on 2 December, and how a similar situation could be prevented in future. In each case, at least THREE decisions had to be taken and the person responsible had to be identified. Mr Twala chaired this particular meeting. Only 24 staff members attended, and Mr Langa and Mrs Lock were on study leave. The meeting ended between 12:00 and 13:00.

Compile the minutes of this meeting by using the information provided above.

Start on a NEW page.

LAY OUT	LANGUAGE	CONTENT
4	1	15

(20)  
[40]

**TOTAL: 200**