



**higher education  
& training**

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

# **MARKING GUIDELINE**

**NATIONAL CERTIFICATE**

**TOURISM COMMUNICATION N5**

**25 NOVEMBER 2019**

**This marking guideline consists of 8 pages.**

**QUESTION 1**

- 1.1
- I will find out exactly why he is dissatisfied.
  - I will also remind him about or read an advert to him regarding the luggage allowance.
  - I will explain to him about the extra cost of the luggage as per the advert.
  - I will offer him the option to cancel his booking and give him a refund.
  - I can refer him to a higher authority to deal with the matter
- (Any applicable answers 5 × 1) (5)
- 1.2
- What is the cost?
  - Is the flight available every day?
  - What is the estimated price for extra luggage?
- (Any applicable answers 3 × 2) (6)
- 1.3 It involves interpersonal confrontations✓ between two individuals,✓ groups or organisational units✓ because they have incompatible needs or motives.✓ (4)
- 1.4
- |       |               |  |
|-------|---------------|--|
| 1.4.1 | Dysfunctional |  |
| 1.4.2 | Functional    |  |
| 1.4.3 | Dysfunctional |  |
| 1.4.4 | Functional    |  |
- (4 × 1) (4)
- 1.5
- |       |   |  |
|-------|---|--|
| 1.5.1 | B |  |
| 1.5.2 | A |  |
| 1.5.3 | C |  |
| 1.5.4 | B |  |
- (4 × 1) (4)
- 1.6
- Employees should receive timeous notice of the date of termination.
  - The criteria to select those to be retrenched should be objective and fair.
  - The employees involved should be notified well in advance and reasons given.
  - Employer should assist employees to find alternative employment and allow them to attend interviews.
- (4)
- 1.7 It is any unwanted,✓ repeated✓ action/conduct of a sexual nature.✓ (3)
- 1.8
- |       |       |  |
|-------|-------|--|
| 1.8.1 | False |  |
| 1.8.2 | True  |  |
| 1.8.3 | False |  |
| 1.8.4 | False |  |
| 1.8.5 | True  |  |
| 1.8.6 | True  |  |
- (6 × 1) (6)

- 1.9
- Confront the harasser.
  - Try to obtain witnesses.
  - Keep record of what happened.
  - Lodge a written complaint with the personnel manager.
  - Report the matter to the highest authority if all other efforts fail.
- (Any 4 × 1) (4)  
[40]

**QUESTION 2**

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

**Fly Away Airline**

PO Box 17  
Kempton Park  
1620

ACCEPT ANY DATE AFTER 10 MAY 2018

Mr Langa  
Any address  
Any postal code

Dear Mr Langa

**COMPLAINT: EXTRA LUGGAGE AND SPECIFIC SEATS✓**

Thank you for your letter bringing this to our attention.✓

Explain why there was no response at the emergency number.✓

Explain why it is not the company's fault. Refer to the advert.✓

Apologise for him not understanding the terms and conditions.✓

As you know, the base fare secures an economy class seat and two pieces of carry-on luggage of maximum 7 kg in total. (1) Catering, check-in luggage, pre-booked seats and extra wide seats will be extra. (1) We decided to refund you for your flight ticket. (1)

To prevent this situation in future, please read the terms and conditions in the advert, and check which items are included in the cost, and which are excluded. (1)

We hope that these arrangements would satisfy you (or something to this effect). (1)

Goodwill paragraph

Yours sincerely/faithfully

Signature  
THABO LEDWABA  
SENIOR CONSULTANT

(20)

## 2.2 MEMORANDUM

From: Thabo Ledwaba

To: Mr Mzaidume

Date: 16 May

INVESTIGATION REPORT: Mr LANGA'S COMPLAINTS REGARDING FLIGHT TICKET

## TERMS OF REFERENCE

The manager, Mr Mzaidume, instructed (1) Thabo Ledwaba to investigate Mr Langa's complaints (1) and write a report to be completed by 16 May. (1) (3)

## INVESTIGATION PROCEDURES

Interviewed Mr Langa and the manager of Fly Away Airline.  
Studied questionnaires completed by clients who booked flights during May. (3)

## FINDINGS

The base fare secures an economy class seat.  
Two pieces of carry-on luggage of maximum 7 kg in total.  
Catering, check-in luggage, pre-booked seats as well as extra wide seats will be extra.  
Mr Langa weighs about 170 kg.  
He arrives at the check-in with a laptop and a carry-on bag weighing 12 kg, as well as two huge suitcases. (Any suitable findings 3 × 2) (6)

## RECOMMENDATIONS

The clients must read and understand the adverts.  
The company must explain clearly which items cost extra (when clients must pay an extra amount for the items which are excluded from the package). (Any suitable recommendations relevant to the findings 2 × 2) (4)

Signature of Thabo Ledwaba

**Mark allocation**

Layout: 2  
Language: 2  
Content: 16 (4)  
**[40]**

**QUESTION 3**

- 3.1
- People enquiring about the new low-cost airline.
  - People booking tickets.
  - Irrate people shouting at the consultant.
  - Interviewing clients to determine their needs.
  - Explaining to client how a complaint will be rectified.
  - Meetings are held in the office.
- (Any 3 × 2) (6)
- 3.2 Every syllable and word must be formed correctly, and the voice must be projected/sent through the room for everyone to hear. (4)
- 3.3 It is possible that clients/tourists will not be able to receive the message correctly, ✓✓ because the real meaning is hidden by ordinary ✓ wording. (3)
- 3.4
- |       |   |  |
|-------|---|--|
| 3.4.1 | C |  |
| 3.4.2 | E |  |
| 3.4.3 | D |  |
| 3.4.4 | B |  |
| 3.4.5 | A |  |
- (5 × 1) (5)
- 3.5 Is specialised, ✓ pre-planned, ✓ two-way interpersonal communication ✓ that takes place for a specific purpose. ✓ (5)
- 3.6
- |       |                       |  |
|-------|-----------------------|--|
| 3.6.1 | Specific question     |  |
| 3.6.2 | Open-ended question   |  |
| 3.6.3 | Closed question       |  |
| 3.6.4 | Leading question      |  |
| 3.6.5 | Hypothetical question |  |
- (5 × 1) (5)
- 3.7 Persuasive: The senior consultant recommended that his client visit Réunion instead of Mauritius, and the client accepted the advice.
- Information: SABC 1 hosts a talk show with the minister of tourism about rhino poaching. (4)
- 3.8
- |       |       |  |
|-------|-------|--|
| 3.8.1 | False |  |
| 3.8.2 | False |  |
| 3.8.3 | False |  |
| 3.8.4 | False |  |
| 3.8.5 | True  |  |
| 3.8.6 | False |  |
| 3.8.7 | True  |  |
| 3.8.8 | True  |  |
- (8 × 1) (8)

**[40]**

**QUESTION 4**

4.1	Advertising is any paid✓form of non-personal✓presentation or promotion of ideas, goods or services✓ by an identified sponsor. ✓		(4)
4.2	4.2.1	Subjective	
	4.2.2	Subjective	
	4.2.3	Objective	
	4.2.4	Objective	
	4.2.5	Objective	
			(5 × 1) (5)
4.3	4.3.1	To persuade	
	4.3.2	To inform	
	4.3.3	To remind	
			(3 × 1) (3)
4.4	4.4.1	Youth/students	
	4.4.2	Nature lovers/adventurers	
	4.4.3	Tourists interested in history	
			(3 × 1) (3)
4.5	4.5.1	Physiological needs	
	4.5.2	Safety needs	
	4.5.3	Esteem needs	
	4.5.4	Social needs	
	4.5.5	Self-actualisation needs	
			(5 × 1) (5)

## 4.6 Fly Away Airline ✓

Ground staff for the check-in points at the airports. ✓

Successful candidates will be deployed to any of the centres where Fly Away is operating. ✓

A competitive salary will be determined based on qualifications and experience. ✓

15 working days paid leave per year. ✓

The company offers a medical aid benefit and pension fund. ✓

**Requirements**

Senior certificate ✓

Three years' experience in the travel industry ✓

Fluent in English ✓

Good communication skills ✓

Able to communicate in an African language ✓

Excellent health ✓

Two references ✓

Closing date for applications: 10 May 2018 ✓

Address applications to: The Manager, Fly Away Airline, PO Box 17, Kempton Park, 1620. ✓

Layout 3 marks for line spacing, frame, colour

Language 1/2 mark per language or spelling mistake, to a maximum of 2 marks

Contact 15

(20)  
**[40]**

**QUESTION 5**

5.1	5.1.1	According to geography	(5 × 1)	(5)
	5.1.2	According to combination		
	5.1.3	According to product or service		
	5.1.4	According to clients or customer		
	5.1.5	According to product or service		
5.2	5.2.1	True	(5 × 1)	(5)
	5.2.2	False		
	5.2.3	False		
	5.2.4	True		
	5.2.5	False		

5.3	5.3.1	E		
	5.3.2	C		
	5.3.3	D		
	5.3.4	A		
	5.3.5	F		
	5.3.6	B		
			(6 × 1)	(6)
5.4	It is a gathering of two or more people✓ to discuss matters of mutual interest,✓ reach decisions✓and implement them.✓			(4)
5.5	MINUTES OF A SPECIAL MEETING OF THE MANAGEMENT OF FLY AWAY AIRLINE HELD IN THE BOARDROOM ON FRIDAY 18 MAY 2018 AT 10:00			(2)
	1.	OPENING AND WELCOME		(1)
		The chairperson, Mr Langa, welcomed all the members present.		(1)
	2.	ATTENDANCE REGISTER		(1)
		7 members attended and signed the attendance register.		(1)
	3.	APOLOGIES		(1)
		Mrs Marais and Mr O Mbatha were absent.		(1)
	4.	APPOINTING STAFF MEMBERS TO EACH AIRPORT		(1)
	4.1	Decision reached to appoint 6 staff members to each airport.		(2)
	4.2	This will enable staff to work in groups of two in eight-hour shifts around the clock.		(2)
	4.3	They will take turns in working the night shift and will be remunerated accordingly.		(2)
	5.	CLOSING		(1)
		The meeting closed at (between 11:00 and 12:00)		(1)

Signed:

Date:\_\_\_\_\_

Chairperson:\_\_\_\_\_

Secretary:\_\_\_\_\_

(Forfeit these TWO marks when signed) (2)

Content

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

**[40]****TOTAL: 200**