



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE TOURISM COMMUNICATION N5

(5140195)

**25 November 2019 (X-Paper)
09:00–12:00**

OPEN-BOOK EXAMINATION

**Students are allowed to bring the following into the examination room:
Student portfolio containing class notes, brochures, guides, case studies,
assignments and tests, along with textbooks, GSA magazine, travel voucher 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

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. Start each question on a NEW page.
 5. ALL the questions are tourism related. The answer must reflect the situation in the tourism industry.
 6. Give factual and relevant answers. Be specific. NO marks will be earned with meaningless and vague answers.
 7. Rule off across the page on completion of each question and leave a line between the answers to the short questions.
 8. Read the background information carefully and base your answers, where possible, on that information.
 9. 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.
 10. NO attempt will be made to decipher illegible handwriting.
 11. Write neatly and legibly.
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Background information

Fly Away Airline

New low-cost airline

The airline offers services between OR Tambo and Cape Town, Port Elizabeth, George and Durban, and starts operating on 1 June 2017.



The base fare secures an economy class seat and two pieces of carry-on luggage, with a maximum weight of 7 kg in total. Catering, check-in luggage, pre-booked seats and extra wide seats will cost extra. Bookings are accepted from 1 May 2017. Visit our website: fly.away.com or book at any travel agent.

Fly Away address: PO Box 17, Kempton Park 1620
Tel: 011 929 0182



QUESTION 1

Mr Sipho Langa booked a seat to Cape Town for 2 June 2017 at 16:00 on Fly Away. He weighs about 170 kg on the day of departure. He arrives at the check-in counter with a laptop and a carry-on bag, which weighs 12 kg, and two huge suitcases. He insists on a specific and wider seat on the plane. When told that the extra luggage, wider and specific seat would cost extra, he creates quite a scene, shouts at the check-in clerk and threatens with legal action, while pushing and shoving at his luggage, bumping into other bystanders. Everybody was staring at this commotion.

- 1.1 How would you deal with the dissatisfied Mr Langa, who is extremely difficult because he claims that that he was not aware of the terms and conditions of his booking? (Answer the question related to this specific situation. Do NOT just copy answer from your textbook) (5)
-
- 1.2 Formulate THREE questions a person who would like to book a flight with Fly Away could ask before booking. (3 × 2) (6)
- 1.3 Mr Langa causes some conflict.
- Define the term *conflict*. (4)
-
- 1.4 Determine which of the following is an example of FUNCTIONAL or DYSFUNCTIONAL CONFLICT. Write only the word 'Functional' or 'Dysfunctional' next to the question number (1.4.1–1.4.4) in the ANSWER BOOK.
- 1.4.1 Mr Langa threatens that he will ensure that everyone boycotts Fly Away Airline.
-
- 1.4.2 Peter and Patience are in competition to make the most bookings on Fly Away flights.

1.4.3 Mr Langa's letter of complaint in the Sunday press led to a large number of cancellations.



1.4.4 Mr Langa apologised to Fly Away after management's reply to his letter and their explanation of the misunderstanding.



(4 × 1)

(4)

1.5 Match the correct type of misconduct in COLOMN B with the example given in COLUMN A. Write only the letter (A–D) next to the question number (1.5.1–1.5.4) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.5.1	Mary fell down the stairs from the airplane, broke her ankle and is unable to perform her duties.	A	incompetence
		B	incapacity
1.5.2	John does not seem to be able to master telephone etiquette, not even after training. He annoys a lot of clients.	C	incompatibility
		D	misconduct 
1.5.3	Jacky just cannot cope with James's don't care attitude in the office and towards clients. 		
1.5.4	John is keeping liquor in his drawer and often takes a sip during the day.		

(4 × 1)

(4)

1.6 Name FOUR steps that management should take if they have to retrench staff.

(4)

1.7 Define *sexual harassment*.

(3)

1.8 Indicate whether the following statements are examples of sexual harassment. Choose the answer and write only 'True' or 'False' next to the question number (1.8.1–1.8.6) in the ANSWER BOOK.


1.8.1 John is such a gentleman, he always compliments both males and females when they look good.



1.8.2 Peter has a habit of grabbing the ladies and trying to kiss them.

1.8.3 Jack hugged Jane to congratulate her on her birthday.

1.8.4 Peter compiled a very popular travel package, and the manager, Mrs Mashaba, takes him out for lunch.

- 1.8.5 If Mary expects promotion in the department, she must be willing to provide sexual favours to John Ramala, the CEO. 
- 1.8.6 Abe is sending all kinds of pornographic messages and photos to Mary. (6 × 1) (6)
- 1.9 Name FOUR steps that a victim of sexual harassment should follow. (4) **[40]**

QUESTION 2

2.1 Letter addressing client's concerns

After the letter of complaint received from Mr Langa, the manager requested Thabo Ledwaba to respond to his complaint and explain the terms and conditions of the basic flight tickets on Fly Away low-cost airline. Explain what is included and what the optional extras are, and that Mr Langa cannot hold Fly Away responsible for his dissatisfaction. End the letter on a positive note.

Use the background information as well as the information from QUESTION 1.1 to write the reply to Mr Langa's letter. Use the address in the background information.



Marks allocation

Layout (4)
Language (6)
Content (10)

(20)

2.2 INVESTIGATION REPORT

Use the information in the case study in QUESTION 1 to answer this question.



The manager, Mr Mzaidume, instructed Thabo Ledwaba to investigate Mr Langa's complaints and write a report, to be completed on 16 May.

He subsequently interviewed Mr Langa and the manager of Fly Away Airline. He also studied questionnaires completed by clients who booked during May.

Name THREE findings and TWO recommendations based on which Mr Langa should be compensated. The recommendations must be in accordance with the findings.

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

Terms of reference (3)
Investigation procedures (3)
Finding (6)
Recommendations (4)





Mark allocation

Layout (2)
Language (2)
Content (16)



(20)
[40]

QUESTION 3




- 3.1 Name THREE specific oral situations you can expect to encounter daily in the tourist office.  (3 x 2) (6)
- 3.2 Explain why articulation and projection are important when delivering a speech. (4)
- 3.3 Explain why you should avoid the use of meta-language in your communication with clients. (3)
- 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	She is as innocent as an angel	A	euphemism
3.4.2	The rainbow stretched across the sky like a colourful ribbon	B	hyperbole
3.4.3	The wind tosses the leaves around	C	metaphor 
3.4.4	Softer, please, do you want the whole world to hear you?	D	personification
3.4.5	We laid him to rest last week	E	simile


(5 x 1) (5)

- 3.5 Define the term *interview*. (5)
- 3.6 Indicate which type of question each one of the following examples represents.
 - 3.6.1 Which ONE is called the Mother City? 
 - 3.6.2 Why would you like to fly to Cape Town?
 - 3.6.3 Are the flights to Cape Town direct?
 - 3.6.4 What you are saying, is that one should rather not visit Cape Town during the rainy season?
 - 3.6.5 If I arrived at the airport with luggage weighing more than 7 kg, what are you going to do? 

(5 x 1) (5)

- 3.7 Give ONE tourism-related example each of a persuasive interview and an informative interview. (4)
- 3.8 Indicate whether the following statements are TRUE OR FALSE. Choose the answer and write only 'True' or 'False' next to the question number (3.8.1–3.8.7) in the ANSWER BOOK.
- 3.8.1 The theatre seating layout is suitable for 10 people. 
- 3.8.2 Toilet and cloakroom facilities are not necessary when selecting a venue for a seminar.
- 3.8.3 After the seminar, you can get rid of the organisation file with all the details.
- 3.8.4 The candidate should arrive at least 30 to 40 minutes before the appointed time for a job interview. 
- 3.8.5 The overhead projector is suitable for any size venue.
- 3.8.6 You can wear a tracksuit for a job interview.
- 3.8.7 You should write a thank-you letter to the interviewer after the interview. 
- 3.8.8 The candidate may answer his or her phone during the interview. (8 × 1) (8)
- [40]**

QUESTION 4

- 4.1 Define *advertising*. (4)
- 4.2 Indicate whether SUBJECTIVE or OBJECTIVE language is being used in the following examples. Choose the answer and write only 'Objective' or 'Subjective' next to the question number (3.8.1–3.8.8) in the ANSWER BOOK.
- 4.2.1 This is the best value for your money.
- 4.2.2 Don't miss this excellent opportunity. 
- 4.2.3 The cost of a return flight to Cape Town is R1 800.
- 4.2.4 We have a list of 17 hotels in Cape Town to select accommodation.
- 4.2.5 Mouth-watering meals are available during the flight. (5 × 1) (5)

- 4.3 Before you can advertise, you must determine the purpose of the advertisement. What would be the purpose of advertising in the following?
- 4.3.1 Book now to stand chance of flying free to all available destinations in South Africa.
- 4.3.2 Fly Away will start to fly between Johannesburg and Cape Town, Durban, Port Elizabeth and George from Wednesday, 1 June 2015.
- 4.3.3 Remember there are new low-cost airfares available. (3 × 1) (3)
- 4.4 Who would be the target audience of the following advertisements?
- 4.4.1 On the opening special, students fly half price.
- 4.4.2 There are many hiking routes to explore on Table Mountain.
- 4.4.3 A visit to Robben Island is recommended for everyone interested in the history of South Africa. (3 × 1) (3)
- 4.5 In order for people to react to an advertisement, you must address their needs. Which need is addressed in each of the following?
- 4.5.1 There is a restaurant at the summit of Table Mountain.
- 4.5.2 Make sure that the weather conditions are favourable before climbing the slippery slopes of Table Mountain.
- 4.5.3 You will be seen as a hero if you have climbed the most difficult route to the summit of Table Mountain.
- 4.5.4 There is nothing that bonds a group like a three- or four-day hiking experience.
- 4.5.5 During holidays, many students help to do voluntary work amongst the street children in Cape Town. (5 × 1) (5)

- 4.6 Fly Away need ground staff for the check-in points at the airports. Candidates applying for these positions should have at least a Senior Certificate, three years' experiences in the travel industry, be computer literate, be fluent in English and have good communication skills. It would be an advantage if the candidate is able to communicate in an African language and enjoys excellent health. Two references.



The company expects candidates to be willing to be deployed at any of the centres where Fly Away is operating. Experience and qualifications would help to determine a competitive salary. The company offers a medical aid benefit and pension fund and 15 working days paid leave per year. Applications close on 10 May 2018. Address applications to: The Manager, Fly Away Airline, PO Box 17, Kempton Park 1620.

Compile this advertisement. It must be in the format of a display advertisement.

Do NOT write a paragraph. Use a full page in your ANSWER BOOK.



(20)
[40]

QUESTION 5

- 5.1 How should each of the following companies be categorised?
- 5.1.1 A company organising long-distance hiking tours in the Northern Cape, Garden Route and Drakensberg.
- 5.1.2 A company with different departments, such as marketing, finances, personnel and human relations.
- 5.1.3 This company deals with visa applications, car hire, flights, and travel insurance.
- 5.1.4 The company deals with hunters, emigrants, businesspeople and tourists.
- 5.1.5 A company that insures tourists' health.
- (5 × 1) (5)
- 5.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (5.2.1–5.2.5) in the ANSWER BOOK.
- 5.2.1 The standing committee, which organises social functions, does this on a permanent basis.
- 5.2.2 The chairperson is responsible for the attendance register.
- 5.2.3 Either the secretary or the chairperson can adjourn the meeting.
- 5.2.4 The chairperson is responsible for order during the meeting.



5.2.5 The period of notice for an annual general meeting is between 7 and 10 days.



(5 × 1)

(5)

5.3 Choose a description from COLUMN B to match an item in COLUMN A. Write only the letter (A–F) next to the question number (5.3.1–5.3.6) in the ANSWER BOOK.

COLUMN A		COLUMN B	
5.3.1	Motion	A	has a casting vote
5.3.2	Ballot 	B	ground rules of organisations
5.3.3	Guillotine motion	C	secret vote
5.3.4	Chairperson	D	time limit for discussion of a motion
5.3.5	Treasurer	E	proposal to be discussed 
5.3.6	Constitution	F	responsible for membership fees

(6 × 1)

(6)

5.4 Define the term *meeting*.

(4)

5.5 During the special meeting of the management of Fly Away Airline that was held in the boardroom on Friday 18 May 2018 at 10:00, 7 members of the management team were present. Mrs Marais and Mr O Mbatha were absent. They reached a decision to appoint 6 staff members to each airport, to enable them to work in groups of two in eight-hour shifts around the clock. They will take turns in working the night shifts and will be remunerated accordingly.

Write the minutes of this meeting.



(20)

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