



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N5

28 September 2020

This marking guideline consists of 11 pages.

QUESTION 1

- 1.1
- She must specify that rooms are single and separate.
 - She must tell the booking clerk the duration of their stay.
 - She must also provide the number of rooms required according to the number of people. (Any suitable 2 × 2) (4)
- 1.2
- They have to check with Rosina if she booked on their behalf.
 - They must also produce copies of all relevant papers as proof.
 - They must address their complaint to the person in charge.
 - For a better response, you should state your loyalty to the firm.
 - They must explain the action they would like them to take.
 - They must keep a copy of the letter, and if they do not respond, they should send another copy. (Any 3 × 2) (6)
- 1.3
- | | | | | |
|-------|-----------------|--|---------|-----|
| 1.3.1 | Negligence | | | |
| 1.3.2 | Incompatibility | | | |
| 1.3.3 | Misconduct | | | |
| 1.3.4 | Incapacity | | (4 × 1) | (4) |
- 1.4
- *Retrenchment* is the result of a company's poor financial position; the company may decide to cut some staff members.
 - *Dismissal* happens when an employee has been found guilty of misconduct. (2 × 2) (4)
- 1.5
- Involves interpersonal confrontations✓ caused by the simultaneous arousal of incompatible motives or needs✓ that lead to temporary or permanent disruption of normal functioning.✓ (3)
- 1.6
- | | | | | |
|-------|--|--|---------|-----|
| 1.6.1 | Hours of work | | | |
| 1.6.2 | Conflicting personalities(views and interests) | | | |
| 1.6.3 | Ethnic and cultural differences | | | |
| 1.6.4 | Education and training | | (4 × 1) | (4) |
- 1.7
- The company productivity may suffer.
 - It could create deadlocks.
 - It destroys sensitivity.
 - A lot of time and energy is wasted.
 - It delays decision-making.
 - Communication may be disrupted.
 - It sometimes discourages the search for alternatives.
 - It leads to groups becoming impassive. (Any 2 × 2) (4)
- 1.8
- It is the unwanted repeated action of a sexual nature. (3)

- | | | | | |
|-----|-------|-------|---------|-----|
| 1.9 | 1.9.1 | True | | |
| | 1.9.2 | False | | |
| | 1.9.3 | False | | |
| | 1.9.4 | True | | |
| | 1.9.5 | True | | |
| | | | (5 × 1) | (5) |
-
- | | | | |
|------|---|-------------|-------------|
| 1.10 | <ul style="list-style-type: none"> • Must develop a policy to prevent sexual harassment. • Must commit themselves to deal with the problem should it occur. • The policy should explain the procedure that must be followed in the case of sexual harassment. • The issue of sexual harassment should be included in training and orientation programmes. | (Any 3 × 1) | (3) |
| | | | [40] |

QUESTION 2

2.1

Mnotho Rise Hotel
435 Beach Road
Durban
0345

Tel/Fax:013 335 6778
Any date in 2020
Ms Rosina Masina
Any private address

Dear Ms Masina

ENQUIRY: ACCOMMODATION DURING TOURISM INDABA

Thank you for your enquiry.✓

Mnotho Rise Hotel is on the beachfront and offers accommodation for the duration of the Tourism Indaba in May 2020.✓

The highlights of this hotel are the following:

Double rooms at a price of R2 100,00 pp✓

Single rooms at a price of R1 500,00 pp✓

Each room has satellite TV, a telephone and internet connection.✓

Meals: Only breakfast is included in the above price.✓

The hotel also offers conference facilities at the price of R3 000,00 for the Conference Hall per day and R1 800,00 for the smaller hall per day.✓

Excluded:

Lunch and dinner during you stay at the hotel✓

Refreshments if you book the Conference Hall✓

Goodwill paragraph, ✓ e.g., if you need any further information, please call me.

Anything about willingness to make a booking.

Yours faithfully/sincerely

Z Nkosi
Z NKOSI
CONSULTANT

(20)

2.2

No letter head

Any private address

Any date after 22 May 2020
The Manager
Mnotho Rise Hotel
435 Beach Road
Durban
0345

Dear Sir/Madam

COMPLAINT: ACCOMMODATION DURING THE TOURISM INDABA MAY 2020 ✓

In March I booked accommodation for the duration of the Tourism Indaba and this was confirmed on 07 April. ✓

I paid half the amount as a deposit on the same day ✓ and I was looking forward to stay at your hotel as the booking was confirmed. ✓ I am very unhappy ✓ about the way I was treated. ✓ When we arrived at the hotel, there was no record of our booking ✓ and we had to find alternative accommodation. ✓

I expect your hotel to refund me for the deposit I paid for accommodation ✓ in the amount of half of the total amount of ✓

Yours faithfully/sincerely

R Masina
R MASINA

If the content is misinterpreted, no marks will be earned for layout and language.

Mark allocation

LAYOUT	LANGUAGE	CONTENT
4 1 per mistake	6 ½ per language or spelling error	10 as indicated

(20)
[40]

QUESTION 3

- 3.1
- Enquire about the availability of accommodation
 - Complain because they can see her booking on their system
 - She made a booking for accommodation
 - Ask for a refund for the deposit that was paid
- (4)
- 3.2
- 3.2.1 Facial expression
- 3.2.2 Facial expressions like frowning
- 3.2.3 Nodding his head or a smile
- 3.2.4 Shaking his head
- (4 × 1) (4)
- 3.3
- The tone of your voice should be sincere, ✓ honest and calm. ✓
 - The pitch should be low, ✓ as a high pitched voice will indicate aggression and nervousness. ✓
 - You should also keep the volume down, ✓ because shouting or a loud, angry voice will only aggravate the situation. ✓ (Any suitable 3 × 2)
- (6)
- 3.4
- Making eye contact
- Saying 'Hmm...'/ 'Wow'/ 'Ah, no'.
- Making sounds, such as clicking the tongue
- Replying by giving relevant answers
- Smiling
- (Any 2 × 1) (2)
- 3.5
- 3.5.1 C
- 3.5.2 E
- 3.5.3 B
- 3.5.4 A
- 3.5.5 F
- (5 × 1) (5)
- 3.6.1
- A conference* is a large gathering of people ✓ usually lasting a number of days ✓ and involving a large number of social events, discussions, exhibitions and displays, ✓ usually with a general theme.
- (3)
- 3.6.2
- Decide the suitability of the location, i.e., in a hotel/city/country
 - The premises should be inspected.
 - Ensure that there is sufficient parking, toilets, electricity points and cloakroom facilities.
 - The venue must be easily accessible from all directions.
 - Provision should be made for telephone connections.
 - Ensure that traffic noise or other disturbances will not be a problem.
- (Any 4 × 1) (4)
- 3.6.3
- The seats or chairs should be in rows facing a stage area or head table and can be used for formal presentations to large groups. Delegates can move around as there are rows of chairs.
- (3)

- 3.7.1
- Dress conservatively: a tailored suit, knee-length skirt.
 - Navy blue is the best colour for ladies to wear.
 - Court shoes with medium-height heels are advisable and be sure to wear stockings.
 - Add a neat handbag that matches the colour of your shoes.
 - Hair must be clean and tidy. If hair is long, wear it in such a way that it does not cover your eyes.
 - Makeup must be in good taste and not overdone.
 - Ensure that your hands and nails are well groomed.
- (Any 4 × 1) (4)
- 3.7.2
- Arrive 10 to 15 minutes before the appointed time.
 - When you enter the office, walk tall, make eye contact with the interviewer, and smile.
 - Stand and sit up straight.
 - Wait until invited before taking a seat.
 - Do not put any of your possessions on the interviewer's desk.
 - Use the title and surname of the interviewer when you address him/her.
 - Listen carefully to each question, and answer promptly and honestly.
 - Formulate your answers clearly and be brief and courteous.
 - Use the correct tone of voice.
- (Any suitable 5 × 1) (5)
- [40]**

QUESTION 4

- 4.1 4.1.1
- Caution
 - Do not take any risks also printed in bold.
- 4.1.2
- Get a vaccination before you leave South Africa.
 - For any destination in Africa, yellow fever; for travel to Mozambique: typhoid
- 4.1.3
- Don't delay
 - Be safe
- 4.1.4
- Contact the Travel Doctor at 011 543 7668✓ or
Fax 011 544 8968
- (4 × 2) (8)
- 4.2
- Factual style✓ (hard sell): a fact is used in this presentation as somebody needs information.✓ The emphasis is on facts as the words mean what they
 - say and the language is specific, not vague.✓
 - Imaginative style✓ (soft sell): this presentation is used to convince somebody as the advertiser does not want to give too much information about a product or service. Emphasis is placed on the pleasant atmosphere and fun enjoyed by the users of the products.✓ Language use is vague not specific.✓
- (3 × 2) (6)

- 4.3 4.3.1 Because it is a method of mass communication aimed at a group and management must be aware of the fact that there is no guarantee that the message will reach everybody.✓ The notice board is mostly used in a company as internal communication and people from outside the company will also be able to read it.✓
- 4.3.2 The company's staff/employees✓ and the suppliers or public visiting the company✓
- (2 × 2) (4)

NOTE: Credit candidate for any applicable response or answer.

- 4.4
- Gender
 - Age
 - Income
 - Occupation
 - Language
 - Educational level
- (Any 2 × 1) (2)

4.5 **Mnotho Rise Hotel**✓

For
Luxurious accommodation ✓

The hotel is:
On the beachfront✓
Offers Double rooms and single rooms✓
Breakfast and dinner are included✓
Each room is supplied with:
Satellite TV✓
Telephone
Internet (Wifi) connection
Secure parking
Conference hall available

Excluded: Refreshments if you book a hall✓

Cost R2 100,00 p.p. for a double room✓ and R1 500,00 p.p. for a single room✓
Individual or group bookings are accepted✓
Book at any office or directly at Mnotho Rise Hotel, 347 Beach Road, Durban✓
For more information: Please phone 031 455 7676✓ or send an email to info@mnothor.net✓

Mark allocation

CONTENT	LANGUAGE	LAYOUT
13 as indicated above	4 ½ per language or spelling mistake	3 spacing, frame, colour

(20)
[40]

QUESTION 5

- 5.1 5.1.1 Horizontal communication channel
 5.1.2 Diagonal communication channel
 5.1.3 Vertical communication channel
(3 × 2) (6)
- 5.2 5.2.1 The hierarchy is the result of the need to delegate work and pass on authority and responsibility.✓ It also means that members of the organisation are ranked according to their status or authority.✓ A small number of people therefore leads a large number of people.✓
- 5.2.2 It happens because the three key elements in an organisational structure can be approached differently by different management teams and by using overtime.✓✓. The elements determine the way job tasks are formally divided, grouped and coordinated.✓
(3 × 2) (6)
- 5.3 5.3.1 B
 5.3.2 D
 5.3.3 A
 5.3.4 E
 5.3.5 C
(5 × 1) (5)
- 5.4 • It is properly convened/constituted.
 • The chairperson or vice chairperson is present to conduct the meeting.
 • There is a quorum, the minimum number of people present according to the constitution.
 • The meeting is held in accordance with the constitution. (Any 3 × 1) (3)
- 5.5 • Opening and welcome
 • Attendance register
 • Apologies
 • Minutes of previous meeting
 • Matters arising
 • New matters
 • New tour packages for 2019
 • Training of consultant for 2020
 • Regular flights to Victoria Falls
 • General
 • Date of next meeting
 • Closing
(12)

5.6

Tembo Travel✓Tel:
Fax:PO Box 1025
Baxa
163316 – 18
Any date October 2020

Dear Member

Please take note of the monthly staff meeting✓ to be held in the boardroom✓
on 31 November 2019✓ at 10:00.✓

Signature: _____

Any name in capitals: _____

Secretary: _____ ✓

Mark allocation

LAYOUT	LANGUAGE	CONTENT
4 1 per mistake or omission (heading and provision for signing)	3 ½ per language or spelling mistake; must be in past tense	13 as indicated

(8)
[40]**TOTAL: 200**