

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N5

(5140195)

28 September 2020 (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, textbooks, guides, assignments and tests, case studies, GSA magazine, travel brochures and TWO dictionaries.

Electronic dictionaries may not be used.

This question paper consists of 9 pages.

(5140195) -2-

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 section on a new page and rule off on completion of each answer.
- 5. All the questions are tourism related. The answers must reflect the situation in the tourism industry
- 6. Use only a black or blue pen.
- 7. Only material handed out in the examination venue may be used.
- 8. Read the background information carefully and base your answers where possible on that information.
- 9. Leave a line between the answers to the short questions.
- 10. Write neatly and legibly.

(5140195) -3-

CASE STUDY

The manager of Mzamo Travel and Tours, Mpho Dladla, decided that Rosina Masina and Portia Nzima will accompany him to the Tourism Indaba in Durban from 18 to 22 May 2020. They will stay at Mnotho Rise Hotel in separate single rooms.

QUEST	TION 1					
1.1	Rosina h	as to book accommodation at the Mnotho Rise Hotel.				
	Which T\	WO facts does she have to mention to the booking clerk? ((2×2)	(4)		
1.2	When the delegates arrived at the hotel, they were told that there was 'no' record of their booking and that the hotel was fully booked.					
		HREE steps they have to follow or facts they have to mention in this problem.		(6)		
1.3	The following reasons are given for the poor performance of the hotel staff members. Give the reason why each staff members may be dismissed.					
	1.3.1	Rosina, the receptionist, took bribes to accommodate people who had no reservations. Mpho, the booking clerk, swore at you and called you foul names.				
	1.3.2					
	1.3.3	Portia, who does night shift, often drinks to stay awake.				
	1.3.4	Peter, the supervisor, broke his leg, and as he is on crutch has a problem overseeing everything.				
			(4 × 1) (4)			
1.4	Explain t	he difference between retrenchment and dismissal. ((2×2)	4)		
1.5	Define the term conflict.					
1.6	Indicate situations	the reason for the conflict that occurs in each of the folls:	lowing			
	1.6.1	After a double shift, Mpho shouted at a difficult guest.				
	Portia always leaves the reception desk in chaos and Mpho cannot tolerate it.					
	1.6.3 Pedro, an Indian, cannot understand why Portia, who is a Pedi, does things the way she does.					
	1.6.4 Petronella has a certificate in travel practice and Mpho has a degree in tourism. They both think they know more than the other					

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 (4×1)

(4)

employees.

1.7 Name TWO negative results the conflict in QUESTION 1.6.1-1.6.4 could have for Mnotho Rise Hotel. (4) (2×2) 1.8 What are the THREE characteristics of sexual harassment? (3)1.9 The following statements relate to possible sexual harassment. Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.9.1–1.9.5) in the ANSWER BOOK. 1.9.1 Tshepo expected Portia to share his hotel room at the Travel Indaba as he had selected her to attend the indaba. 1.9.2 Pedro asked Petronella to have a drink with him at the bar. 1.9.3 Portia hugged Peter to congratulate him on his birthday. 1.9.4 All hotel staff know that sexual favours for the manager include monetary benefits. 1.9.5 Portia e-mails jokes with a sexual slant to the male staff. (5×1) (5) 1.10 Name THREE responsibilities the company has regarding the prevention and handling of cases of sexual harassment. (3)[40]

QUESTION 2

2.1 Reply to an enquiry

At the request of the manager, Rosina Masina wrote to the Mnotho Rise Hotel enquiring about the availability of accommodation for the period of the Tourism Indaba in Durban. She also enquired about the price, payment options, double and single accommodation, meals, parking, as well as TV and telephone availability.

Write a reply to this enquiry by Zama Nkosi from Mnotho Rise Hotel. (20)

(5140195)-5-

LETTER OF COMPLAINT

In March, Rosina Masina booked accommodation at the Mnotho Rise Hotel with Zama Nkosi and received confirmation on 7 April. Half the amount was paid on the same day as deposit for the accommodation. When they arrived at the hotel, there was, however, no record of their booking. They had to find accommodation at another hotel. Since then they have had no success in obtaining a refund for the deposit they had paid.

After the Tourism Indaba, Rosina Masina wrote a letter to the Mnotho Rise Hotel, complaining about the poor service she received regarding the mix-up with the bookings and the problems she experienced regarding a refund.

Write a letter of complaint providing ALL the relevant details.

Mark allocation

Layout: 4 Language: 6 Content: 10

(20)[40]

QUESTION 3

3.1. Name FOUR oral situations that can occur in the given situation at Mnotho Rise Hotel.

(4)

- 3.2 Describe the non-verbal feedback Mpho could give to Rosina while the latter is complaining about the lack of accommodation in each of the following cases:
 - 3.2.1 Mpho doesn't understand what Rosina is talking about.
 - 3.2.2 Mpho tries to apologise for the inconvenience.
 - 3.2.3 Mpho agrees with Rosina that this should never have happened.
 - 3.2.4 Mpho disagrees that the hotel should be held responsible.

 (4×1) (4)

3.3 What should Mpho keep in mind regarding the tone, pitch and volume of his voice as a very angry Rosina complains to him about their booking?

Explain why he should pay attention to each of these.

(6) (3×2)

3.4 Name TWO ways in which Rosina would realise that Mpho is paying attention to what she is saving.

(2)

(5140195) -6-

3.5 Choose a word from COLUMN B that matches a description in COLUMN A. Write only the letter (A-F) next to the question number (3.5.1–3.5.5) in the ANSWER BOOK.

	COLUMN A		COLUMN B
3.5.1	Durban is a paradise.	Α	euphemism
3.5.2	Waves as high as a house rolled to the beach.	В	personification
		С	metaphor 🛠
3.5.3	The hotel is situated at the foot of the mountain.	D	bathos
3.5.4	He cannot walk straight as he took the bottle.	Е	simile
		F	hyperbole
3.5.5	Talk softer, you don't want to wake the whole world.		

 $(5 \times 1) \qquad (5)$

3.6 After the Tourism Indaba, the manager decided to organise a two-day seminar for the members of the different branches of the hotel to bring everybody up to date with the newest developments in the travel industry.

3.6.1 Define the term *conference*. \checkmark (3)

3.6.2 State FOUR facts to keep in mind when selecting a venue. (4)

3.6.3 Describe the best seating arrangements for 100 delegates and motivate your choice. (3)

3.7 Rosina applied for a position as senior consultant and was invited for an interview. Give her some advice regarding the following:

3.7.1 How she should dress for the interview (4)

3.7.2 Give FIVE general hints she should keep in mind on the day of the interview. (5)

[40]

(5140195) -7-

QUESTION 4

Caution

Don't take any risks

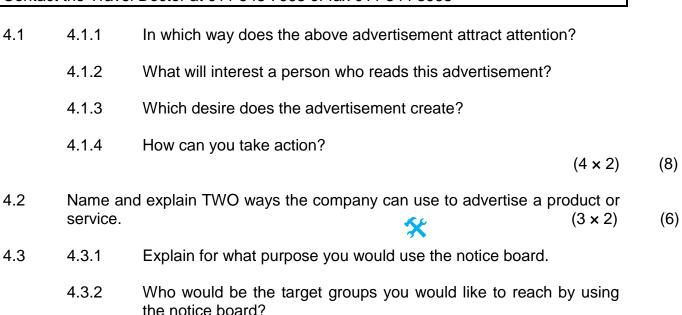
Get your vaccination before you leave South Africa

For any destination in Africa – Yellow fever

Mozambique - Typhoid

Don't delay, take action, be safe!!!

Contact the Travel Doctor at 011 543 7668 or fax 011 544 8968



4.4 Give TWO examples you can use to divide the market into segments based on the demographic factor. (2)

 (2×2)

(4)

4.5 Use a FULL PAGE in the ANSWER BOOK and draw up a display advertisement to advertise Mnotho Rise Hotel. Use the information given in QUESTION 2 above.

Keep the AIDA principle in mind.

Do NOT answer this question in a paragraph. (20)

[40]

(5140195) -8-

QUESTION 5

- 5.1 Identify the different channels of communication in the following situations:
 - 5.1.1 There is a staff meeting at Mnotho Rise Hotel.
 - 5.1.2 The accounts department asks the marketing department to advertise the position of booking clerk.
 - 5.1.3 The manager starts disciplinary action against Petronella.

 $(3 \times 2) \qquad (6)$

- 5.2 5.2.1 Explain the meaning of hierarchy in the company. (3)
 - 5.2.2 Why is the hierarchy always changing? (3)
- 5.3 Choose a description from COLUMN B to match a term in COLUMN A. Write only the letter (A–E) next to the question number (5.3.1–5.3.5) in the ANSWER BOOK.

	COLUMN A		COLUMN B
5.3.1	Functional group	Α	investigates grievances
5.3.2	Committee	В	autonomous work group
5.3.3	Task group	С	shared interests
5.3.4	Quality circle	D	responsible for a specific task
5.3.5	Informal group	Е	from different levels of the hierarchy

 $(5 \times 1) \qquad (5)$

5.4 State THREE factors that constitute a legal meeting. (3)

(5140195) -9-

5.5 Re-write the items below according to the correct agenda order.

List the items in your ANSWER BOOK.

General
Attendance register
Date of next meeting
New matters
Training of consultant for 2020
Closing
Regular flights to Victoria Falls
Welcome
Minutes of previous meeting
New tour packages for 2020
Opening and welcome
Apologies

Matters arising

(12)

The secretary of Tembo Travel has to write the notice of the monthly staff meeting to be held at 10:00 on 20 November 2020 in the boardroom for all staff at Tembo Travel. Write the notice for the meeting using the correct layout.

(8)

[40]

TOTAL: 200