higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1440(E)(J23)H

JUNE EXAMINATION

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N4

(4021154)

23 June 2014 (X-Paper)
09:00–12:00

This question paper consists of 12 pages and 2 addenda.

BUSINESS STUDIES

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
TRAVEL OFFICE PROCEDURES N4
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. Write neatly and legibly.

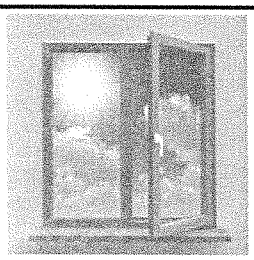
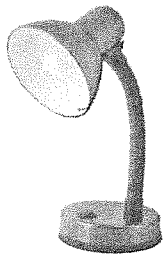
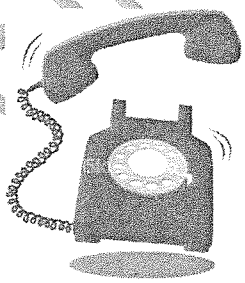
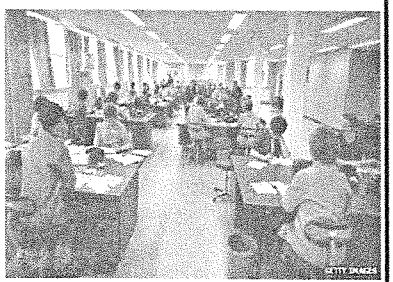
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SECTION A

QUESTION 1

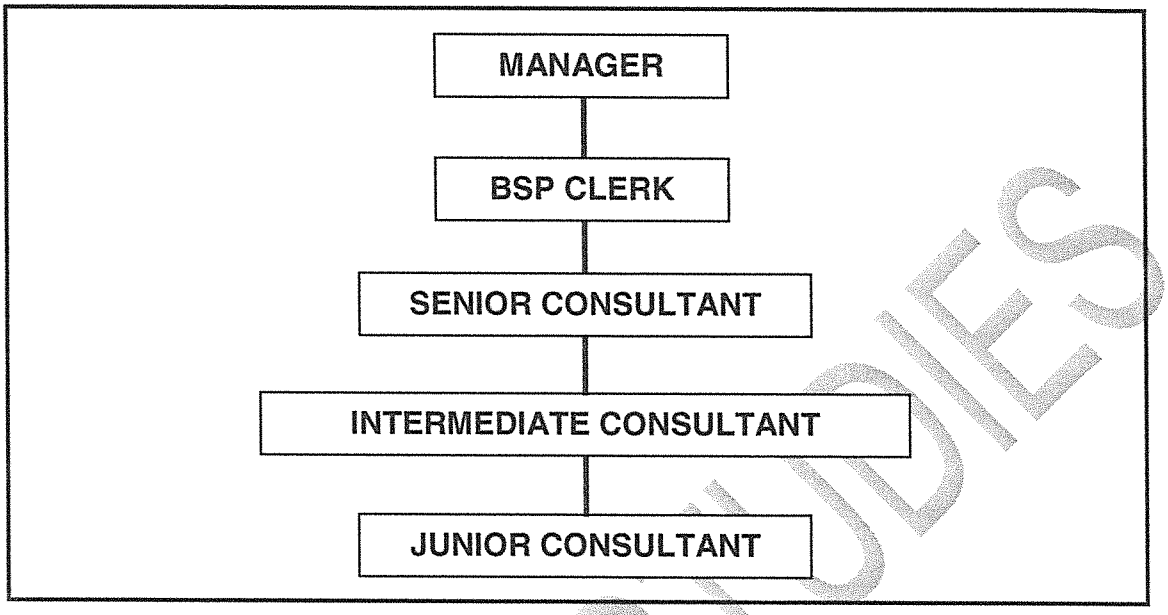
1.1 Choose an example from COLUMN B that matches a picture in COLUMN A. Write only the letter (A–I) next to the question number (1.1.1–1.1.5) in the ANSWER BOOK.

COLUMN A	COLUMN B
1.1.1 	A artificial ventilation
	B artificial lighting
	C an open-plan layout
	D one of the basic services that should be available at the location
1.1.2 	E natural lighting
	F external noise
	G a panoramic layout
	H natural ventilation
1.1.3 	I internal noise
1.1.4 	
1.1.5 	

(5 x 1) (5)

BUCKINGHAM STUDIES

1.2 Study the diagram of the staff structure and answer the questions.



1.2.1 Name the type of staff structure illustrated above. (1)

1.2.2 In what direction will the communication flow in the staff structure illustrated above? (1)

1.2.3 State TWO roles or functions that each of the following staff members performs in a travel office:

(a) BSP clerk (2)

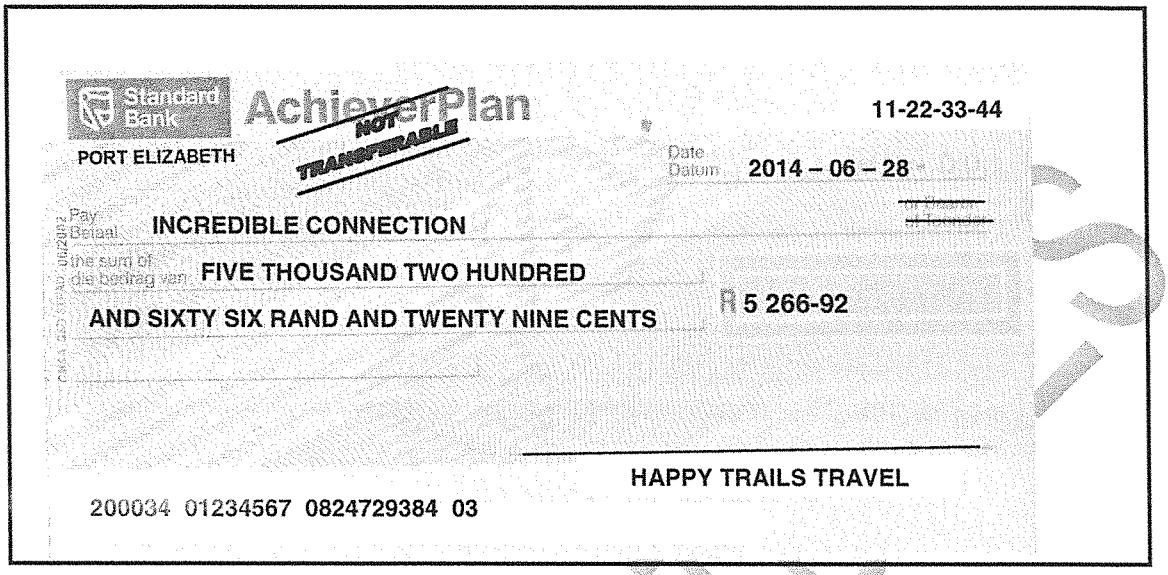
(b) Senior consultant (2)

(c) Junior consultant (2)

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1.3 Study the cheque below and answer the questions.



1.3.1 Who is the drawee of the cheque above? (1)

1.3.2 Who is the drawer of the cheque above? (1)

1.3.3 What is the branch code of the institution where this account is held? (1)

1.3.4 What is the cheque number of the above cheque? (1)

1.3.5 Will this cheque be honoured by the bank? Answer only 'YES' or 'NO'. (1)

1.3.6 Give a reason for the answer in QUESTION 1.3.5. (2)

1.3.7 Explain the procedure to follow when opening a current account at a bank. (5)

1.4 Explain the difference between *insurance* and *assurance*. (2 + 2) (4)

1.5 State SEVEN requirements that the travel agency must keep in mind when choosing a duplicating process. (7)
[36]

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QUESTION 2

2.1 Indicate whether the following statements are TRUE or FALSE. Write only 'true' or 'false' next to the question number (2.1.1–2.1.5) in the ANSWER BOOK.

2.1.1 A vertical staff structure is where different managers operate on the same level but in different departments or functions.

2.1.2 All postal items, except parcels, can be registered.

2.1.3 DOCEX is a private company that offers a posting service for the travel industry.

2.1.4 The horizontal card index, also known as 'cardex', is frequently used as a form of record keeping.

2.1.5 Interest paid is the reward granted by the bank per annum to clients who have a credit balance in their accounts.

(5 x 1) (5)

2.2 Use the information given below to organise the files according to the personal classification, subject classification and geographical classification. The files must also be strictly alphabetical. Answer this question on the attached ADDENDUM A. Detach ADDENDUM A and attach it to the next clean page in the ANSWER BOOK.

Callen, G; Adventure tours; Pietermaritzburg;	Youth tours; Plettenberg Bay; European tours.	Port Elizabeth; Clark, K;	Clark, B; associations;

(10)

2.3 Complete the diagram, of a three-party-credit-card transaction, on the attached ADDENDUM B with the information given below. Detach ADDENDUM B and attach it to the next clean page of the ANSWER BOOK.

(6 x 2) (12)

2.4 Below is a list of documents that need to be sent via the post office to clients of Happy Trails Travel.

Read the scenarios and state the post office service best suitable for each of the situations.

2.4.1 Happy Trails Travel has to send Mr Poswa's itinerary to him urgently. It needs to be delivered to his home address.

2.4.2 Happy Trails Travel has to send Mr Mandla's visa application back to him so that he can make the necessary corrections. The information is very sensitive and private.

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2.4.3 Happy Trails Travel has to refund Mrs Moloi and she would like the agency to send her refund through the Post Office.

2.4.4 Happy trails Travel has to send Ms Swapo's passport to her. She will need it by 09:00 the following morning.

2.4.5 Happy Trails Travel would like to send out the accounts to their clients at the end of the month.

(5 x 1) (5)

2.5 Give the FIVE steps for handling incoming mail. (5)
[37]

QUESTION 3

3.1 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–C) next to the question number (3.1.1–3.1.5) in the ANSWER BOOK.

3.1.1 With the … printing process the preparation takes place inside the machine and the master copy is not touched.

A digital
B lithographic
C hectographic

3.1.2 The insurance … is the contribution made by the insured to the central fund from which claims will be paid.

A indemnity
B contract
C premium

3.1.3 In South Africa all travel agents with an IATA license are issued with a code starting with … and followed by five numbers.

A 772
B 773
C 774

3.1.4 When a cheque is stale, it is older than three months for a government cheque and older than … months for a private cheque.

A 4
B 5
C 6

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3.1.5 With the tabular filing method documents are usually kept in …

A filing cabinet with hangers.
B cylinders.
C covers that are kept in a cabinet.

(5 x 1) (5)

3.2 Briefly explain the following factors that should be kept in mind when choosing a location for a travel office:

3.2.1 Product demand

3.2.2 Transport routes

3.2.3 Municipal or government services

(3 x 3) (9)

3.3 State SIX advantages of using a cheque and SIX advantages of using a credit card. (6 x 2) (12)

3.4 Explain the following requirements that a good filing system needs to meet:

3.4.1 Accessibility

3.4.2 Expandability

3.4.3 Safety and durability

3.4.4 Compactness

3.4.5 Flexibility

3.4.6 Simplicity

(6 x 1) (6)

3.5 Name FIVE risks covered in travel insurance. (5)
[37]

TOTAL SECTION A: 110

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SECTION B

QUESTION 4

4.1 Complete the following sentences by using the word(s) in the list below. Write only the word(s) next to the question number (4.1.1–4.1.10) in the ANSWER BOOK. The words in the list may be used more than ONCE.

natural resources; man-made resources; cultural resources; tourism infrastructure; tourism superstructure

4.1.1 The Cape Town harbour is an example of …

4.1.2 Bayworld museum is an example of …

4.1.3 The Lesedi Village is an example of …

4.1.4 The Drakensberg mountains is an example of …

4.1.5 OR Tambo International Airport is an example of …

4.1.6 The Nico Malan Theatre is an example of …

4.1.7 Robben Island is an example of …

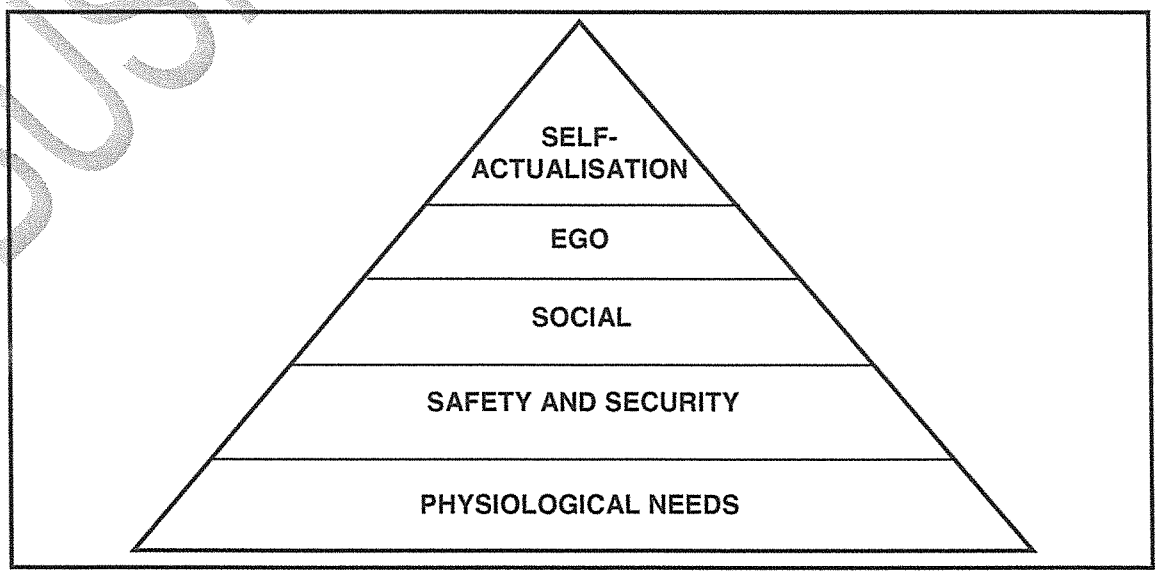
4.1.8 Ushaka Marine World is an example of …

4.1.9 The Kruger National Park is an example of …

4.1.10 Kimberley's Big Hole is an example of …

(10 x 1) (10)

4.2 Study the diagram of Maslow's Hierarchy of Needs and answer the questions.



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4.2.1 Give TWO examples of physiological needs.

4.2.2 Give TWO examples of safety and security needs.

4.2.3 Give TWO examples of social needs.

4.2.4 Give TWO examples of ego needs. (4 x 2) (8)

4.2.5 Would a person consider buying an air ticket if their physiological needs have not been met? Answer only 'YES' of 'NO'. (1)

4.2.6 Give a reason for the answer in QUESTION 4.2.5. (1)

4.2.7 Why would a person consider buying an air ticket if they are at the ego stage? (1)

4.2.8 Explain the difference between a *need* and a *want/desire* according to Maslow and give ONE example of each. (2 + 2) (4)

4.3 Explain the difference between *first-time travellers* and *experienced travellers*. (3 + 3) (6)

4.4 Name and briefly explain the FIVE different social classes. Give ONE example of where the different classes would go on holiday and how they would spend their holiday. (5 + 5 + 5) (15)

[46]

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QUESTION 5

5.1 Study the advertisement below and answer the questions.



5.1.1 What is the product being sold in the above advert? (1)

5.1.2 What is the price for the product being sold in the above advert? (1)

5.1.3 Who is selling the product in the above advert? (1)

5.1.4 How has this advert been communicated to the potential client? (1)

5.1.5 What type of tourist will buy the product advertised above? (1)

5.1.6 What promotion was used in the above advert? (2)

5.1.7 Does the above advert comply with the 5 P's of marketing mix? Answer only 'YES' or NO'. (1)

5.1.8 Motivate your answer in QUESTION 5.1.7. (1)

5.1.9 How can a client book this package? (3)

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5.2	Name and briefly explain the THREE aims of advertising.	(3 x 2)	(6)
5.3	Give FIVE characteristics of a successful travel salesperson.		(5)
5.4	Name and briefly explain the SEVEN steps to personal selling.	(7 x 2)	(14)
5.5	State SEVEN rules that a consultant should follow when using the telephone to make sales.		(7)
			[44]

TOTAL SECTION B: 90
GRAND TOTAL: 200

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EXAMINATION NUMBER

ADDENDUM A

PERSONAL	SUBJECT	GEOGRAPHICAL

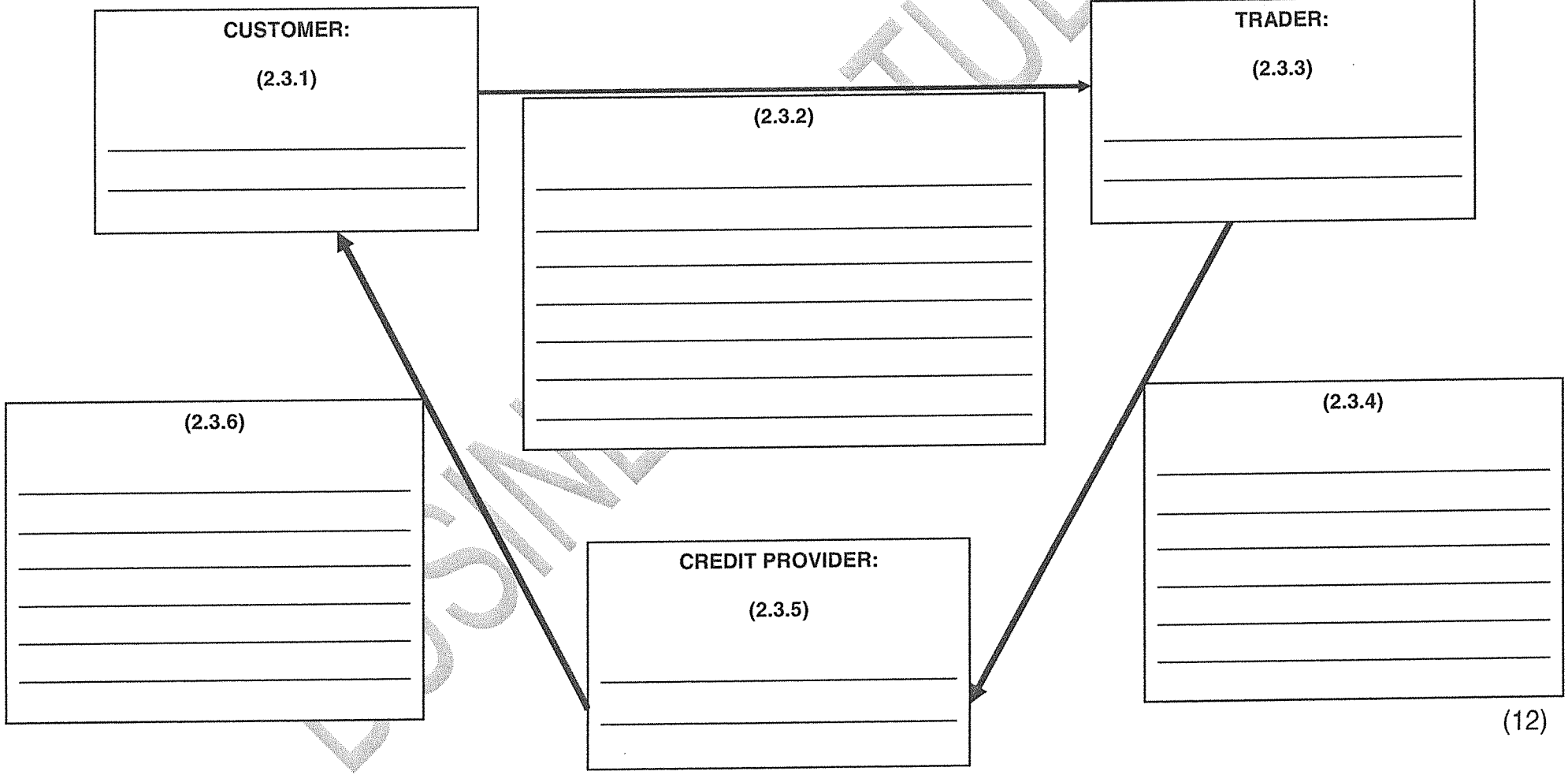
(10)

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ADDENDUM B

EXAMINATION NUMBER



(12)

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