higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

TRAVEL OFFICE PROCEDURES N4

03 JUNE 2016

This marking guideline consists of 11 pages.

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SECTION A

QUESTION 1

1.1 1.1.1 False
1.1.2 True
1.1.3 True
1.1.4 False
1.1.5 False
1.1.6 True
1.1.7 False
1.1.8 True
1.1.9 True
1.1.10 False

(10 × 1) (10)

1.2 1.2.1 E-Ticket/Electronic ticket (1)

1.2.2

- Passenger details Smith/John Mr
- Ticket number 123 45678910121
- Airline details ABC airlines
- Issuing agent NST Singapore SG/S488ACC
- IATA number 12-345678
- Booking reference ABCDEF/EE
- Booking agent A1B2CDE
- Date of issue 14 MAY 04
- Flight details
- Payment details
- Fare construction
- Terms and conditions (Any 5 × 1)

NOTE: Answers must be examples as they appear on the document, NO marks will not allocated for listing details as per the textbook. (5)

1.2.3 Standard traffic document (1)

1.2.4 EMD/Electronic miscellaneous documents✓

- Document to electronically record all other sales and transactions (besides e-tickets) between the airline and a passenger. ✓

CCCF/Credit card charge form✓

- Will be used by the agent or airline to record credit card transactions.✓ (2 × 2) (4)

1.3
- Select the flight
- Fill in personal details
- Fill in credit card number
- Fill in expiry date
- Fill in CVV
- Fill in cardholder's name as it appears on credit card
- Tick terms and conditions
- Enter or click on buy (Any 5 × 1) (5)

1.4 Cancellation:
- Peter cancelled his flight before he departed because his father passed away.

NOTE: Any explanation that shows that the journey has been cancelled BEFORE it started because of UNFORSEEN circumstances.
No marks will be allocated for a description or definition of the term.
ONE example = 2 marks

Curtailment:
- Peter was already on his cruise when the ship sank and he could not continue on his journey.

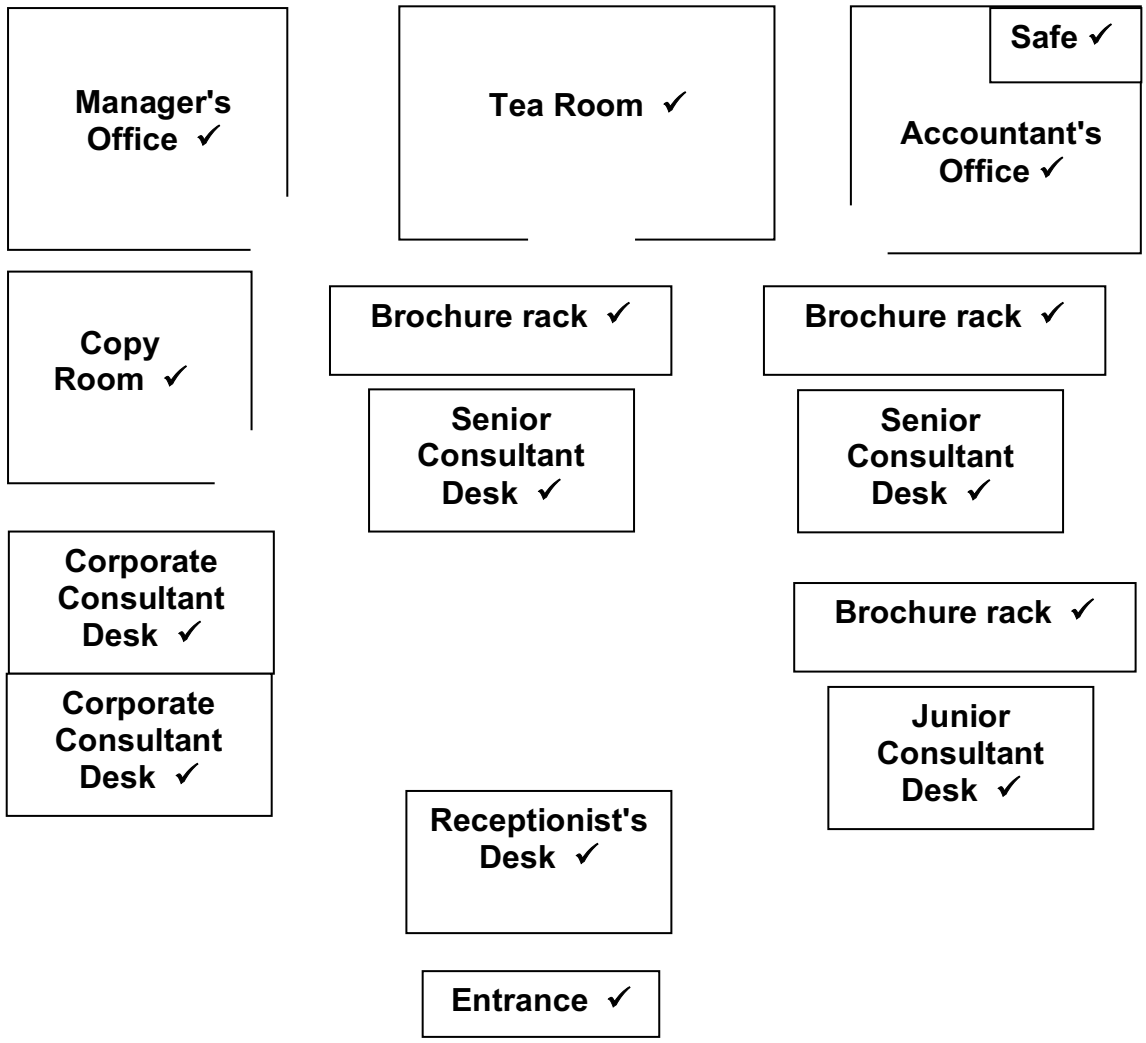
NOTE: Any explanation that shows that the ONWARD journey has been cancelled because of UNFORSEEN circumstances.
No marks will be allocated for a description or definition of the term.
ONE example = 2 marks (2 × 2) (4)
[30]

QUESTION 2

2.1
2.1.1 F
2.1.2 J
2.1.3 A
2.1.4 I
2.1.5 B
2.1.6 G
2.1.7 D
2.1.8 C
2.1.9 H
2.1.10 E

(10 × 1) (10)

2.2



NOTE: Only the manager, accountant, copy room and tea room have separate offices/rooms.
The rest must be open plan.
The marker must clearly see that the student can draw the combined office layout for the student to get marks.
The entrance must clearly be shown because that determines where the receptionist will be situated.
No marks allocated for organograms. (15)

2.3 C B E D A (5 × 1) (5)

2.4
- Always make sure there is a copy of the document that you are sending off.
- Clearly indicate any special instructions like registered or speed mail.
- Make sure that all the necessary attachments are attached.
- The address and especially the postal code must be correct.
- All outgoing mail must also be recorded in an outgoing mail register.
- Make sure that mail goes out at least once a day.
- All mail must be placed in the outgoing mail tray to be collected by the mail clerk. (Any appropriate 7 × 1) (7)

[37]

QUESTION 3

3.1

MAIL REGISTER				
DATE FILED	**NO**	**CORRESPONDENT**	**CONTENTS**	**HANDED TO**
10 June 2015✓	5✓	USA Consulate✓	Visas✓	Betsie Molapo✓
10 June 2015✓	6✓	Dennis Baker✓	Letter of complaint✓	Janice Bondi✓

REMITTANCE REGISTER					
DATE	**RECEIVED FROM**	**TYPE OF PAYMENT**	**AMOUNT**	**HANDED TO**	**RECEIPT NUMBER**
10 June 2015✓	Mr Shosa✓	Cheque✓	R6070✓	Sherryl Dale✓	22✓
10 June 2015✓	Thandi Mooi✓	Postal Order✓	R610✓	Cayla Witt✓	23✓

(22 × 1) (22)

3.2.1 Protection of personal information (1)

3.2.2 Ensure all South African institutions✓ use the clients' personal information✓ in a responsible manner✓ when collecting, processing, storing and sharing their information. (3)

3.2.3
- Identity number and passport number
- Date of birth and age
- Telephone numbers and cell numbers
- Email address
- Online and instant messaging identifiers
- Physical address
- Gender, race and ethnic origin
- Photos, voice recordings, video footage
- Marital status and family relations
- Criminal record
- Private correspondence
- Religious or philosophical beliefs and political opinions
- Employment history
- Financial information
- Education information
- Physical and mental health information
- Membership to organisations

(Any appropriate 7 × 1) (7)

3.2.4
- The client can decide when and how their information may be used.
- The client can decide the type and extent of information to be used.
- Transparency and accountability and notification when information is compromised must be done.
- The client is provided with access to their information.
- The client can decide whether to remove their information.
- The client can control who has access to their information.
- The client can control how and where information is stored.
- Integrity and continued accuracy of their information should be maintained. (Any 3 × 1) (3)

3.2.5
- To promote the protection of personal information.
- To introduce information protection principles.
- To provide for the establishing of an information protection regulator.
- To provide for the issuing of codes of conduct.
- To provide for the rights of persons regarding unsolicited electronic communication and automated decision-making.
- To regulate the flow of personal information across the borders of SA.
- To provide for matters connected to personal information.

(Any 3 × 1) (3)

3.3
- All employees must be trained in the filing procedures of the company.
- Employees must know that there can be serious consequences if a file goes missing.
- An 'out-card' must always be completed when a file is taken out.
- All information on the out-card especially the return date must be correct.
- The person in charge of filing must check every day to see if files have been returned.
- If there is a file overdue, the person on the out-card must be phoned or e-mailed to ask for the return of the file.
- If a file has not been returned after a week of the return date, the manager must be informed. (Any 4 × 1) (4)

[43]

TOTAL SECTION A: 110

SECTION B

QUESTION 4

4.1
4.1.1 Production
4.1.2 Consumption
4.1.3 Need
4.1.4 Income
4.1.5 Research
4.1.6 Place
4.1.7 Collaborative projects
4.1.8 Customer service
4.1.9 Buying signals
4.1.10 Product knowledge

(10 × 1) (10)

4.2 Allocate marks as follows:

- Product (Tour to Disney World in the USA)✓✓
- Place (Jetset tours)✓✓
- Price (R 26 500)✓✓
- Promotion (newspaper)✓✓
- Student attempted to draw an advert✓✓

NOTE: No marks are allocated for the attempt if the student only listed the elements but they still get the marks for each separate element. (10)

4.3 Production era

- Focus was on production.
- Marketers thought customers would buy products just because they were available.
- Aimed to produce as many products as possible.
- Did not care whether the customer needed the product.
- Management was just worried about production problems.
- Management believed that the product would sell itself.
- Customers were largely poor in this era.
- Customers did not buy all the products.
- Stock began to pile up and marketers were not able to sell it all.

(Any 3 × 1) (3)

Sales era

- From 1920–1950
- Marketers and managers realised that having products were not enough.
- Needed to make a special effort to promote & sell the products.
- Number of products increased.
- Competition between products increased.
- Helped to change the thinking.
- Advertising was introduced.
- Realised that consumers have to be told about products.
- Sold products in person (door-to-door).
- The more you sell, the more profit you make.
- Used aggressive selling methods. (Any 3 × 1) (3)

Marketing era

- After 1950
- Consumers became more sophisticated and wealthier.
- Variety of competing products increased.
- Changed focus to quality of products and needs of consumers.
- Marketers and managers realised that products should be produced that satisfied consumer needs.
- Must communicate that product will satisfy consumer's need.
- Consumers will buy a product that satisfy their need and not really because it is cheap. (Any 3 × 1) (3)

4.4 4.4.1 Allows groups of people to work together to create online content.

4.4.2 Research can be done on any topic or expert opinions and true facts are just a click away.

4.4.3 Blogs

4.4.4 People can leave crude or negative comments/Blogging takes up a lot of time.

4.4.5 Quick and easy to share/Used by businesses to demonstrate their products.

4.4.6 Rarely any parental guidance/Can be used for illegal activities.

4.4.7 Keep in touch with clients/Geography

4.4.8 Facebook/Twitter/WhatsApp

(8 × 1) (8)

4.5 4.5.1 Mike
Tango
India (3)

4.5.2 Kilo
Lima
Alpha
Alpha
Sierra (5)

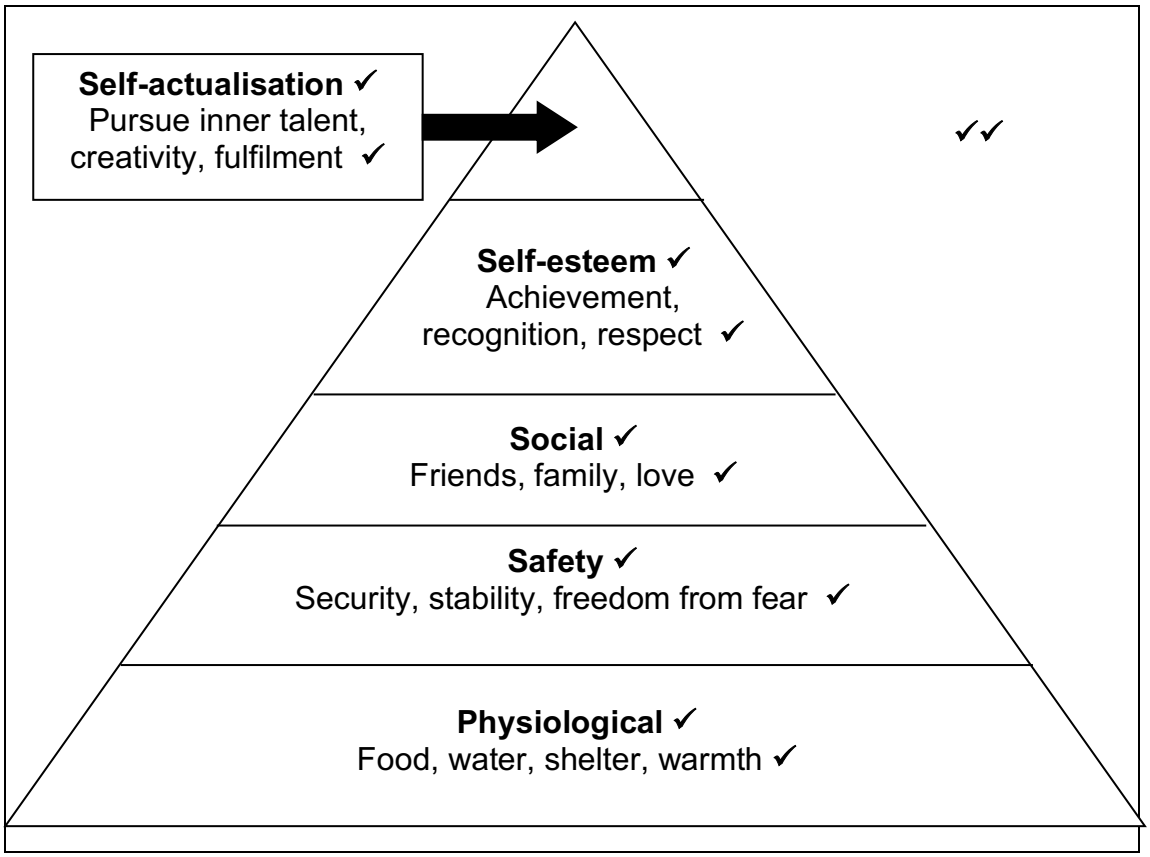
[45]

QUESTION 5

5.1 5.1.1 Daniella
5.1.2 Tour to Europe by Trafalgar Tours.
5.1.3 10 June 2015
5.1.4 Jetset Travel
5.1.5 It was the cheapest of all the Europe tours.
5.1.6 Credit card

(6 × 2) (12)

5.2



(12)

5.3 1. Adequate presale preparation

- The salesperson must be fully prepared.
- The salesperson must know the product that is being sold.
- Must know how to apply selling techniques.

2. Locating and identifying the buyer

- Can be done in different ways like contacting prior customers with new offers.
- Using advertising media.
- Can also use social media.

3. Approaching the buyer

- Reach out to the potential client.
- Set up a meeting with potential clients.
- The meeting is to show them the product.
- Can approach the buyer by emailing, phoning or inviting them to a special event.

4. Presentation
- Presenting the product/service to the prospective client using visuals or demonstrations.
- One can use social media like Youtube.
- Done to communicate the benefits of the product/service to the client.
- Try to persuade the client to buy the product.

5. Answering questions and objections.
- Any questions about the product will now be answered.
- Try to recognise how close the client is to buying the product and how much more persuasion is needed.
- Try to give alternative suggestions for any objections.

6. Closing the sale
- Get a commitment from the client to buy.
- Get something in writing, like a contract.
- The client can also pay to show commitment.
- If the client does not want to commit it is best to ask straight forward questions to determine why they are not committing.

7. Follow-up
- Contact the client after the sale is made or after they return from their trip.
- To make sure that everything went well and was what the client expected.
- Necessary to ensure positive word-of-mouth.
- This will lead to long term relationships with clients.

(Any 7 × 2) (2)

5.4
- Answer the phone promptly.
- Greet the caller with a warm welcome.
- Identify yourself and the company.
- Speak clearly and properly.
- The same professionalism must be used over the phone as in person.
- Give the caller your full attention.
- Provide relevant information.
- Sell the product over the phone by painting a picture with words.
- Try to get some kind of commitment from the caller.
- Do not put the caller on hold for too long.
- If you need to put the caller through to a colleague, make sure that person is available before you do the transfer.

(Any 7 × 1) (7)
[45]

TOTAL SECTION B: 90
GRAND TOTAL: 200

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