higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N4

14 JUNE 2018

This marking guideline consists of 10 pages.

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SECTION A

QUESTION 1

1.1 1.1.1 Standard traffic document (1)

1.1.2 e-ticket (1)

1.1.3
- Fares
- Dates
- Passenger names
- Ticket number
- Airline name
- Date and time of departure
- Class of travel
- Payment method (Any 5 × 1) (5)

1.1.4 Credit card (1)

1.2

	In-house travel agent	**Corporate travel agent**
Similarities	• Both handle business bookings • Both handle last-minute bookings • Cost of trips does not matter as long as the necessary arrangements suit the business traveller (Any TWO)	
Differences	In-house • Located inside a specific company • Make bookings for one specific company Corporate • Located close to big businesses like office parks • Make bookings for various companies	

(2 + 2) (4)

1.3 1.3.1 Cash passport/Travel money card/Travel wallet (1)

1.3.2 The card is used just like a debit card in a foreign country. When you pay for something, money loaded on the card will be debited directly from a linked account. (2)

1.3.3
- The card will help Mr Jones to not overspend as there is only a certain amount loaded on the card.
- If there is unspent money on the card, he can be refunded when he returns from the trip.
- He will not have to carry cash in a foreign country.
- The card is accepted by most stores worldwide. (Any 3 × 1) (3)

1.3.4 He can use a credit card✓ and/or traveller's cheques.✓

A credit card is a plastic card that gives the cardholder the right to buy on credit up to an agreed limit, e.g. Visa, MasterCard, Diner's Club, etc.✓

A traveller's cheque is a preprinted cheque (issued by a financial institution) intended to allow the person signing it to make a payment to someone else as a result of having paid the issuer for the privilege.✓ (2 + 2) (4)

1.4 1.4.1 Picture A: Open-plan layout
Picture B: Cubicle office layout (2)

1.4.2 An open-plan layout is a large room divided into smaller working spaces. A cubicle office layout consists of an open-plan office partitioned with dividers high enough for workers to not see each other. (1 + 1) (2)

1.4.3 The open-plan layout, because✓ it uses little electricity for lights✓ and ventilations and it requires less equipment✓ (e.g. air conditioners) (3)

1.5 Ventilation means circulation of fresh air in and out of the office. It provides fresh air and keeps it in motion. (1)
[30]

QUESTION 2

2.1 2.1.1 Travel consultants
2.1.2 Docex (document exchange)
2.1.3 Confidential information
2.1.4 Electronic banking
2.1.5 Global distribution system (GDS)
(5 × 2) (10)

2.2 2.2.1 Regular/Surface mail
2.2.2 Speed services/Courier service
2.2.3 Registered mail
2.2.4 Courier service/Registered mail
2.2.5 E-mail
(5 × 1) (5)

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2.3
- Always make sure that there is a copy of the document that you are sending. It can easily get lost in the mail.
- Clearly indicate any special instructions, e.g. *registered* or *speed mail.*
- Make sure that all necessary attachments are in fact attached.
- The address, especially the postal code, must be correct.
- All outgoing mail must be recorded in an outgoing mail register.
- Make sure that mail goes out at least once a day. It will be better if mail can go out once in the morning and once in the afternoon.
- All mail must be placed in the *Outgoing* tray to be collected by the mail clerk or the junior consultant. (7)

2.4
- Personal
- Subject (topic)
- Geographical (3)

2.5 2.5.1 A bank loan is money that is borrowed – more specifically a sum of money that is expected to be paid back with interest. (2)

2.5.2 A credit history is a record of a borrower's responsible repayment of debts or a record of a borrower's credit from a number of sources including banks, credit card companies, collection agencies and the government. A credit history will convince a lender whether a particular consumer should be given a loan or not. If your credit history is bad, you are not likely going to receive a big loan to buy a house or a car. (4)

2.5.3 To be blacklisted means that you failed to keep up with the monthly payments of your loan and your name is removed from the list of people eligible for a loan. (2)

2.5.4
- Personal loan
- Business loan
- Credit card
- Overdraft
- Revolving loan
- Vehicle finance
- Mortgages finance (Any 4 × 1) (4)

2.6
- Full names (name and surname)
- Proof of residence (address)
- Contact details
- Copy of identification document (ID/birth certificate)
- Occupation (if applicable)
- Education level (if applicable)
- Details of parents (if applicable) (Any 5 × 1) (5)

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2.7 2.7.1 Telephone banking enables registered clients to perform financial transactions over the telephone (by means of a phone call).

2.7.2 Cellphone banking allows a client to access the bank with a cellphone through a dial-up session. Services offered include balance enquiries, prepaid purchases, money transfer between accounts and beneficiary payments.

2.7.3 Online banking allows clients to conduct financial transactions on a secure website operated by the bank. Online banking can be done on any device like computers, tablets and cellphones.

(3 × 1) (3)
[45]

QUESTION 3

3.1 3.1.1 True
3.1.2 False
3.1.3 True
3.1.4 True
3.1.5 True
3.1.6 False

(6 × 1) (6)

3.2 3.2.1 A cross-referencing system allows you to make a note on a given file that tells you where related information fits within the filing system.

OR

When organising documents or records you will have those which belong under more than one category or file name. To manage this, file the records in one category and place a cross-reference note in the other. (2)

3.2.2 Electronic filing (1)

3.2.3 Steps for electronic filling:

Step 1: Click on *Start*.
Step 2: Click on *Documents*.
Step 3: Click on *New folder*.
Step 4: Change the name of the new folder.
Step 5: Add files to the folder created.

OR

Step 1: Right click on the *Desktop*
Step 2: Click on *New*.
Step 3: Click on *Folder*.
Step 4: Change the name of the new folder.
Step 5: Add files to the folder created. (5)

3.3 POPI stands for the Protection of Personal Information Act.✓ The purpose of the act is to protect personal information by restricting how it can be collected and used by a business or person.✓ The act will hold all South African institutions accountable should they abuse or compromise personal information in any way.✓ (3)

3.4
- The client or business could stop doing any business with the travel company.
- The breach of security could be reported in the local media (newspaper/radio) which will lead to negative publicity.
- The client or business could take legal action against the travel company.
- The business will lose the trust of their clients.
- The staff will not be able to work properly when equipment is lost.
- The company will lose money and expensive infrastructure/equipment.
- The clients could take their business to your competitors.
- Staff will become unproductive. (Any 4 × 1) (4)

3.5
- Death or permanent disability
- Travel document insurance
- Baggage/Money loss
- Cancellation/Curtailment/Default expenses
- Hospital and medical
- Personal liability (Any 3 × 1) (3)

3.6 Liability insurance will cover the insured party if another party sues him/her or his/her business. This type of insurance will pay the legal costs involved, as well as any legal payouts to be made. (2)

3.7 Copying is the process in which exact duplicates or a copy of an original document is made without having to prepare the master. This means the copy is made at the same time as the original. Limited numbers of copies can be made using this process.

Duplicating is the process of creating an exact copy of a master (or original document) using mechanical equipment. This method allows the user to make unlimited quantities of copies. (2 + 2) (4)

3.8
- The date on which the ticket is sold is set on the validator.
- The carrier-identification plate of the airline is placed in the validator machine.
- The agent-validator plate with the correct information must be on the machine.
- The ticket is placed over the plates.
- The validator machine is swiped and the details are imprinted on the ticket. (5)

[35]

TOTAL SECTION A: 110

SECTION B

QUESTION 4

4.1
4.1.1 E
4.1.2 D
4.1.3 C
4.1.4 B
4.1.5 A
4.1.6 D
4.1.7 B

(7 × 1) (7)

4.2
4.2.1 Sales era
4.2.2 Marketing era
4.2.3 Marketing era
4.2.4 Sales era
4.2.5 Production era

(5 × 2) (10)

4.3 Social: Sierra/Sugar✓ Oscar✓ Charlie✓ India✓ Alfa✓ Lima✓ (6)

4.4 Social media refers to the interaction among people in which they share information via networks and virtual communities. It makes the transfer of video, audio, photo or text increasingly quicker and easier among internet users.

OR

Social media are websites and applications (for cellphones) that enable users to create and share content or to participate in social networking. Social media allows people to interact socially, but in virtual communities. (2)

4.5
- Facebook:✓ The travel company can start a Facebook page with its name and give special offers to the general public.✓✓
- Twitter:✓ The travel company can tweet or broadcast to millions of customers what is happening as it happens (like when their cruise ship departs).✓✓
- Skype:✓ The travel company can meet with potential clients or suppliers and also close a deal as one can negotiate face-to-face.✓✓
- YouTube:✓ The travel company can show videos of destinations and tours that can motivate a client to buy the product.✓✓ (4 × 3) (12)

4.6 Service marketing,✓ because a tour package is intangible,✓ cannot be tested by the buyer before use,✓ the wholesaler cannot show the product or its benefits, there is no standardisation, etc. (3)

4.7

FIRST-TIME TRAVELLER	EXPERIENCED TRAVELLER
• Easily influenced • Insecure – would prefer travelling in a group with a tour leader • Basic needs must be met first • Prefers all-inclusive tours to not worry about anything whilst travelling • Still impressed by little things (Any THREE)	• More demands will be made • Prefers organising own tour – do not like travelling in a group • Compares their different travel experiences • Complains easily if something in not right • Difficult to please (Any THREE)

(3 + 3) (6)

4.8 4.8.1 E.g. sport clubs ✓(gym member, aerobics, golf club member, political parties, etc.) (usually members pay a fee to become a member)

4.8.2 E.g. age group,✓ gender, occupation, etc.

4.8.3 E.g. violet gangs✓

4.8.4 E.g. book clubs,✓ choirs, bible-study groups (members do not pay a fee to join)

(4 × 1) (4)

4.9 Disadvantages to the consumer:

- There is no personal contact.
- There is no person to ask questions if something goes wrong.
- Many online booking sites have hidden costs.
- There is a high risk of fraud.
- Other companies do not have online booking and consumers might miss some good prices from those companies.

Disadvantages to the tourism company:

- The travel company will have little brand loyalty.
- Customers will be searching for low prices regardless of the company offering (possibility of a low number of customers or low income for the company).
- The online environment is highly competitive (possibility of a low number of customers).
- A lot of tourists booking online never actually use the booking, especially when no deposit is required (no-shows becomes high).
- Small companies with no online booking facilities might lose out. (10)

[60]

QUESTION 5

5.1 5.1.1 Yes,✓ a pleasant greeting is essential to a successful call because it sets the stage emotionally

OR

In general, listeners tend to mirror or catch the emotional state of the speaker. In other words: people tend to respond in kind. If we answer the phone grumpily, the customer may become irritable. If we answer pleasantly, chances are the customer will be pleasant. (3)

5.1.2 Yes,✓ personal selling involves some form of interaction with a client usually face-to-face, however, this interaction can be over the telephone with a distant client.✓✓ (3)

5.1.3
- Answer the phone properly (it should not ring more than three times).
- Greet the caller with a warm welcome.
- Identify yourself and the company.
- The same professionalism must be used over the phone as in person.
- Provide relevant information.
- Sell the product over the phone by painting a picture in words.
- Try to get some form 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.
- Have a pad of paper and pencil ready when you answer.
- Be prepared to be an active listener and take notes.
- Write down the caller's name so you can use it during the call. Remember, people love to hear their names.
- Let the person know you are taking notes, this will signal him/her not to speak too fast.
- Don't answer the phone and try to speak with food in your mouth. (10)

5.2 Step1: Having adequate knowledge of the product

- Be fully prepared and familiarise yourself with the product you are selling as well as the company.

Step 2: Locating and identifying the buyer

- Use tourism magazines and trade magazines as well as social media.

Step 3: Approaching prospective customers (buyer)

- Reach out to potential clients and set up a meeting with them to show them the product or service you are offering.
- Phone, e-mail and set up a meeting.

Step 4: Presenting and providing selling points

- Use visuals and demonstrations to show the benefits.

Step 5: Answering questions and objectives

- Understand and overcome customers' objectives, recognise buying signals and present alternatives to any objective.

Step 6: Closing the sale

- Give reasons why the sale must be taken today. Make the sale by getting a commitment such as a credit card number. Emphasise the gifts and benefits that come with the sale.

Step 7: Following-up (nonsale activities)

- Build up goodwill, enquire if the trip went well afterwards and keep customers on a mailing list. (14)

[30]

TOTAL SECTION B: 90
GRAND TOTAL: 200

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