higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1370(E)(N24)H
NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N4

(4021154)

24 November 2014 (X-Paper)
09:00–12:00

This question paper consists of 13 pages and 3 addenda.

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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 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 (1.1.1–1.1.5) in the ANSWER BOOK.

1.1.1 The insured may transfer the right he/she has in a policy to another person by means of a special clause written into the policy. This is known as a …

A cession.
B subrogation.
C contribution.

1.1.2 An insurance contract must be entered into with absolute honesty by both the insured as well as the insurer. This is known as …

A insurable interest.
B uberrima fides.
C indemnity.

1.1.3 This is the value of the endowment policy when the assurer pays an amount in cash to prematurely discharge the insurance contract:

A Paid-up value
B Surrender value
C Contribution value

1.1.4 … is the first amount payable by the insured in respect of a claim made.

A An indemnity
B A waiver
C An excess

1.1.5 This claim will come into effect if the reason for cancelling an onward journey is not the fault of the individual:

A 24-hour cover
B Cancellation
C Curtailment

(5 × 1) (5)

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1.2 DOCEX is the posting service often used in the travel industry.

Explain what DOCEX is and how it operates. (10)

1.3 The classification of files or file covers can be divided into three major categories.

Explain the difference between the following classifications:

1.3.1 Personal classification

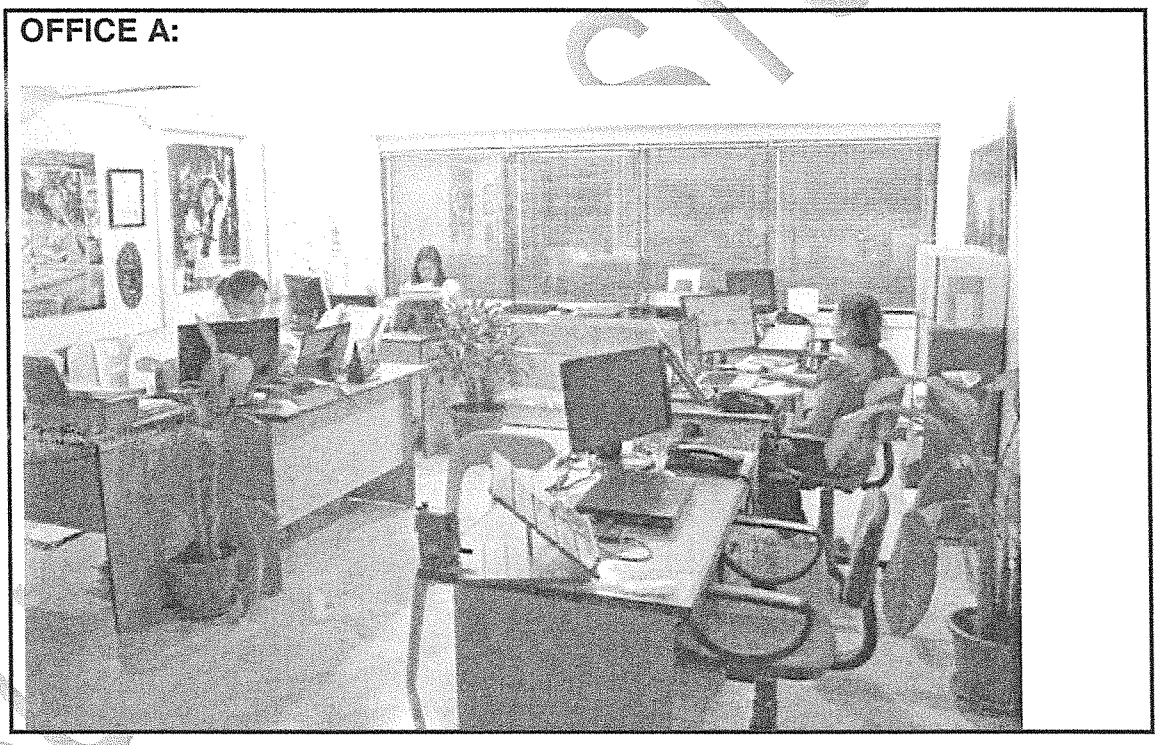
1.3.2 Subject classification

1.3.3 Geographical classification

(3 × 2) (6)

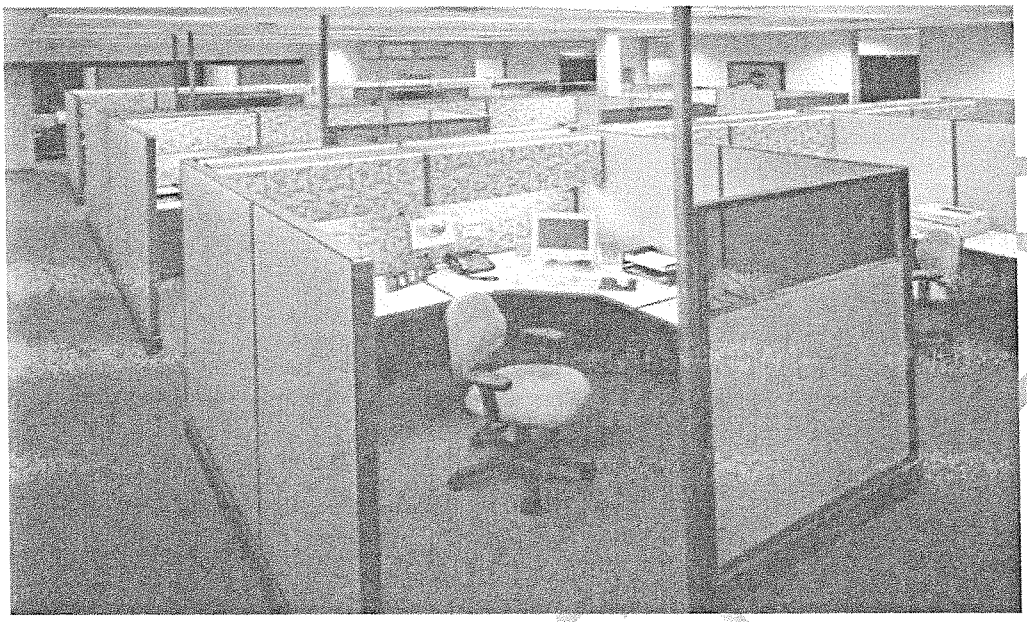
1.4 Study the pictures below and then answer the questions.

OFFICE A:



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OFFICE B:



1.4.1 What type of office layout is represented by OFFICE A and OFFICE B in the pictures above? (2 × 1) (2)

1.4.2 What are the advantages of the office layout represented by OFFICE A? (4)

1.4.3 What are the disadvantages of the office layout represented by OFFICE B? (3)

1.4.4 The owner of Blue Sky Travel has decided to use the layout of OFFICE A.

Explain what influence the following factors will have on his choice of office layout:

(a) Ventilation
(b) Lighting
(c) Noise

(3 × 2) (6)
[36]

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QUESTION 2

2.1 Choose a term from COLUMN B to match the description in COLUMN A. Write only the letter (A–H) next to the question number (2.1.1–2.1.5) in the ANSWER BOOK.

	COLUMN A	COLUMN B
2.1.1	The travel business that introduces the services to the travel agents that are offered for sale to the clients	A leisure travel agents
2.1.2	Their main concern is to satisfy the need of the client and to find the best price for the client	B aesthetic
2.1.3	This is the main factor that influences the location of the travel office	C white
2.1.4	The furniture must blend in with the environment	D wholesalers
2.1.5	Using this colour in the travel office contributes to the impression of orderliness and efficiency	E adaptable
		F blue
		G competitors
		H principals

(5 × 1) (5)

2.2 Complete the incoming mail register and remittance register, on ADDENDUM A (attached), with the information supplied below. The following consultants work at the travel agency: Precious Mooi – senior consultant, Zintle Jongile – accountant, Happy Gwaqa – manager. Detach ADDENDUM A and attach it to the next clean page in the ANSWER BOOK.

2.2.1 Received a postal order to the value of R2 000 from Mr Driscoll as his deposit for the European Tour. This was the first piece of mail the junior consultant opened today. Receipt number 301 was issued.

2.2.2 Received Mr and Mrs Le Roux's visas from the Australian Consulate for their holiday in Australia. This was the second piece of mail opened today.

2.2.3 Received a cheque from Mrs Jones to the value of R1 500 as payment of her Mango flight to Johannesburg. Receipt number 306 was issued.

2.2.4 Received a letter from Mr Stungu where he complains about the service he received at the travel agency. (22)

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2.3 Read ADDENDUM B (attached), AIG Assist Comprehensive Travel Insurance and answer the questions.

2.3.1 Is there an age limit for persons who want to take out this travel insurance? Answer only YES or NO.

2.3.2 Give ONE reason for the answer chosen in QUESTION 2.3.1.

2.3.3 The client decided to take the Premier cover. Does this insurance cover the traveller if his/her passport is stolen while on holiday? Answer only YES or NO.

2.3.4 Give ONE reason for the answer chosen in QUESTION 2.3.3.

2.3.5 Is the traveller covered for personal liability when choosing the Premier cover? Answer only YES or NO.

2.3.6 According to this insurance company, what is meant by *personal liability?*

2.3.7 For how much is the traveller covered for personal liability when he/she makes use of the Premier cover?

2.3.8 According to this insurance company, what is meant by *home inconvenience allowance*?

2.3.9 For how much is the traveller covered for home inconvenience allowance when making use of the Premier cover?

2.3.10 For how much is the traveller covered if his/her baggage was stolen on the trip when making use of the Premier cover?

(10 × 1) (10)
[37]

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QUESTION 3

3.1 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (3.1.1–3.1.5) in the ANSWER BOOK.

3.1.1 Sun City is an example of a wholesaler.

3.1.2 A good filing system must be so simple that any junior clerk can do the filing correctly.

3.1.3 Correspondence is sorted in manila covers before being filed in the different files.

3.1.4 Visas are an example of geographical classification files.

3.1.5 Depositors are clients who borrow money from the bank.

(5 × 1) (5)

3.2 List the requirements for a refund if traveller's cheques are lost or get stolen while the traveler is on a trip. (8)

3.3 Name and explain the FOUR steps in the filing process. (4 × 3) (12)

3.4 Explain the roles and functions of the following staff members in a travel office:

3.4.1 Junior consultant

3.4.2 Intermediate consultant

3.4.3 Senior consultant

3.4.4 Manager

(4 × 3) (12)
[37]

TOTAL SECTION A: 110

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SECTION B

QUESTION 4

4.1 Give ONE term for each of the following descriptions by choosing a term from the list below. Write only the term next to the question number (4.1.1–4.1.10) in the ANSWER BOOK

marketing; natural resources; motivation; perception; learning ability; attitude groups; personality; lifestyle; cultural group; reference group; opinion leaders; man-made resources

4.1.1 Driving force within an individual, which impels him/her to act in order to attain a certain objective.

4.1.2 The bridge between production and consumption and all those activities performed to get the goods and services into the hands of the consumer.

4.1.3 Process whereby the individual selects, organises and integrates stimuli into a meaningful overall picture.

4.1.4 Facilities and attractions that are found in nature for the use and enjoyment of consumers.

4.1.5 The result of a combination of motivation, attention, experience and repetition.

4.1.6 A tendency to act in a favourable or unfavourable manner with regard to a given product, service or object.

4.1.7 Combination of psychological characteristics of a person which both determines and reflects his/her reaction to environmental influences.

4.1.8 The way of living of individuals or families.

4.1.9 Comprises a complex set of values, norms and symbols which have developed in society over a period of time and in which all its members share.

4.1.10 Any group against which a person/individual can evaluate his/her behaviour.

(10 × 1) (10)

4.2 Name and briefly explain the FIVE phases of the family life cycle. (5 × 3) (15)

4.3 List the FOUR marketing activities. (4)

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4.4 Read the scenario below and answer the questions.

Mr and Mrs Dobson would like to take the whole family on holiday. Their son, Timmy, hears them talking about the holiday and suggests that they all go to Sun City since there is something to do for everyone in the family. Mr Dobson thinks it is a great idea and asks Mrs Dobson to make the arrangements and to use his credit card to make the payments. The whole family is looking forward to this holiday and is already planning what they are going to do at Sun City.

4.4.1 Who is the initiator for the Sun City holiday?

4.4.2 Give ONE reason for your answer in QUESTION 4.4.1.

4.4.3 Who is the decision maker?

4.4.4 Give ONE reason for your answer in QUESTION 4.4.3.

4.4.5 Who is the purchaser?

4.4.6 Give ONE reason for your answer in QUESTION 4.4.5.

4.4.7 Who is the user?

4.4.8 Give ONE reason for your answer in QUESTION 4.4.7.

(8 × 1) (8)

4.5 Explain the difference between the following personalities:

4.5.1 Compliant

4.5.2 Aggressive

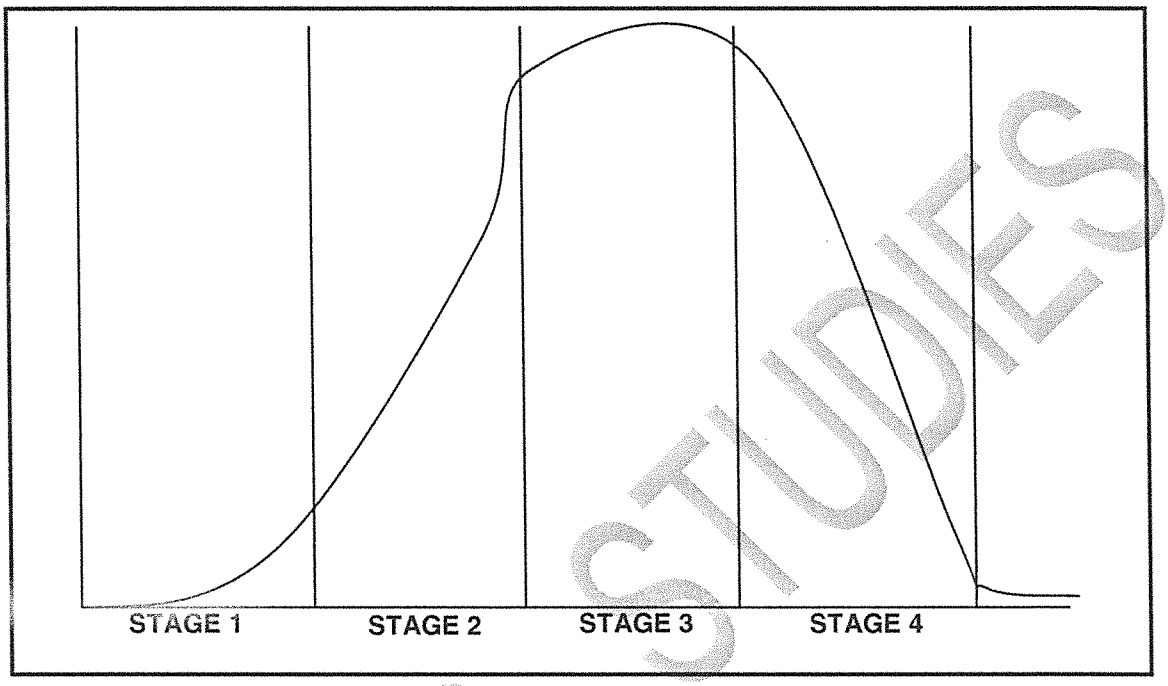
4.5.3 Detached

(3 × 3) (9)
[46]

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QUESTION 5

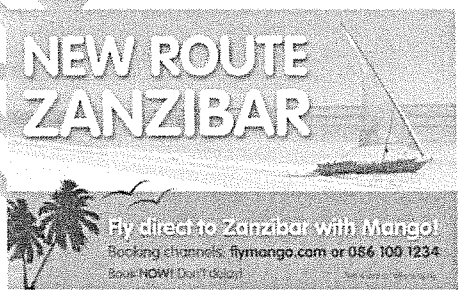
5.1 Study the diagram of the product life cycle below and answer the questions.



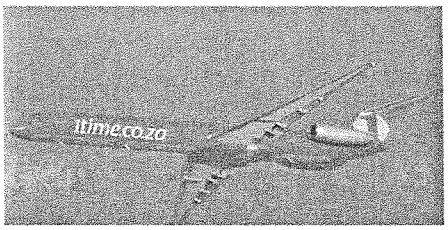
5.1.1 Name the stages numbered 1–4 in the diagram above. (4)

5.1.2 State in which of the stages of the product life cycle, are the pictures below to be found. Write only the stage next to the letter (a–c) in the ANSWER BOOK.

(a)



(b)



Itime clients left fuming by last-minute closure

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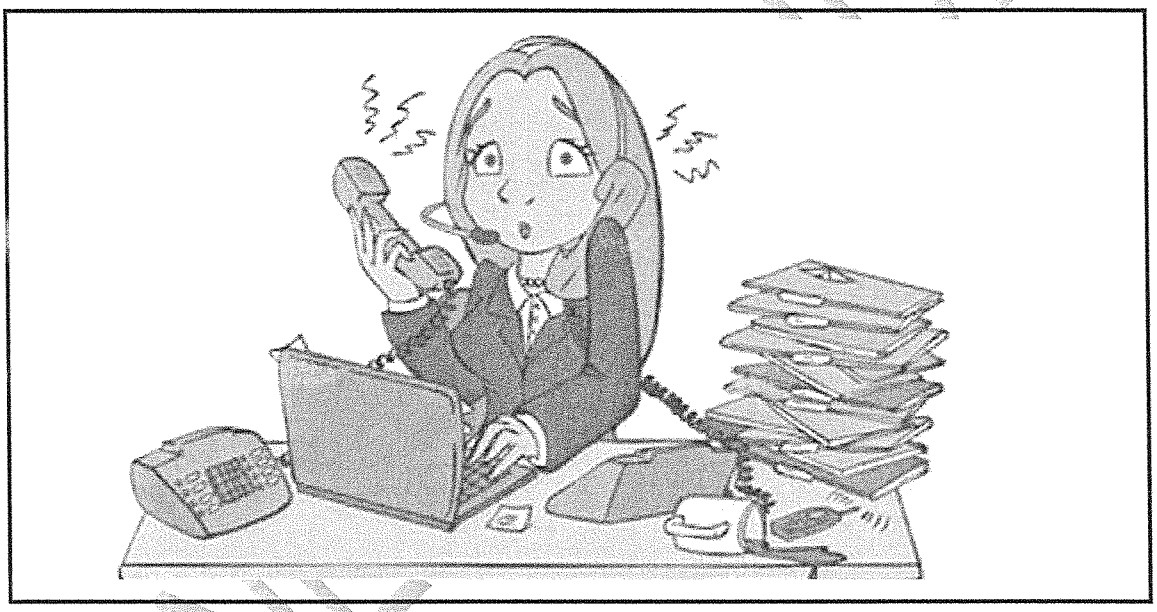
(c)



(3 × 2) (6)

5.1.3 Motivate YOUR answer given for QUESTION 5.1.2 (a–c). (3 × 1) (3)

5.2 Study the picture below and answer the questions.



5.2.1 Do you think that the travel agent in the above picture will be able to give her client the full attention he/she deserves? Answer only YES or NO. (1)

5.2.2 Motivate your answer given in QUESTION 5.2.1. (2)

5.2.3 List FIVE ways the travel agent can organise herself in order to give the client her full attention. (5)

5.2.4 What should the travel agent do as soon as a customer enters the travel office? (5)

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5.3 White Cloud Airlines would like to start a new route from Cape Town to Durban as part of their expansion into South Africa. The new flight will be on sale for R680 return. The first 100 people to buy tickets will get 50% off the ticket price. All bookings can be made through their website: www.whitecloud-reservations.co.za or they can be contacted at the call centre: 0860 300 300. They would like to advertise this new route in all the newspapers, on the TV as well as on the radio.

Design an advertisement for this new flight that includes all FOUR elements of the marketing mix. (4 × 2) (8)

5.4 Name and briefly explain the FIVE techniques of basic selling. (5 × 2) (10)
[44]

TOTAL SECTION B: 90
GRAND TOTAL: 200

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ADDENDUM A **EXAMINATION NUMBER:**

MAIL REGISTER				
DATE FILED	NUMBER	CORRESPONDENT	CONTENTS	HANDED TO

(10)

REMITTANCE REGISTER					
DATE FILED	RECEIVED FROM	TYPE OF PAYMENT	AMOUNT	HANDED TO	RECEIPT NUMBER

(12)

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