higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

TRAVEL OFFICE PROCEDURES N4

18 NOVEMBER 2017

This marking guideline consists of 11 pages.

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SECTION A

QUESTION 1

1.1 1.1.1 False✓
- A GDS combines several CRS's from different suppliers to compare and make bookings✓ (2)

1.1.2 True (1)

1.1.3 False✓
- Insurable interest is when an insured person receives financial or other benefits from the ongoing existence of an insured object✓
- Uberrima fides is a Latin phrase meaning “utmost good faith” (2)

1.1.4 True (1)

1.1.5 True (1)

1.1.6 False ✓
- Spike file will only be used for small pieces of paper like telephone messages ✓
- Alphabetical sorter is a thick piece of cardboard with 26 alphabetical flaps that will be used for daily filing before putting the documents into the client’s file (2)

1.1.7 True (1)

1.2 1.2.1
- Any card issued against an account is called a bank card
- The card is linked to a specific account (Any 1 × 1) (1)

1.2.2
- Debit card
- Cheque card
- ATM card
- Credit card (Any 3 × 1) (3)

1.2.3
- Safer than carrying cash
- Bank fees are less on card transactions than on withdrawing money
- It is convenient – you do not have to go to a bank and wait in a long queue for cash
- The bank statement will help you keep record of where your money was spent
- Because of the unique PIN code, it will be difficult to use the card when stolen
- Some banks offer rewards for using your bank cared often
- Some cards can be used internationally and you do not have to exchange money before travelling (Any 5 × 1) (5)

1.2.4
- Mr Smith will go the SAA online booking site
- Mr Smith will then select his flight
- Mr Smith will then enter all his personal details
- Mr Smith will then choose his payment option – in this case he will be paying with his credit card
- Mr Smith will fill in his credit card details
- Mr Smith will click on terms and conditions (5)

1.3 1.3.1
- Loss of cash and/or passport/No 14
- R1 000 (2)

1.3.2
- David will have to pay R300 first when he puts in a claim for the lost passport
- The first amount payable by the insured for claims made (2)

1.3.3
- Curtailment/No 9
- R15 000 (2)

1.3.4
- Personal liability/No 15
- R2 000 000 (2 Million) (2)

1.3.5
- Pre-existing medical expenses/No 4
- R150 000 (2)

1.3.6
- Bungee jumping
- Assailing
- Cave diving
- White water rafting
- Parachute jumping/sky diving
- Diving with sharks
- Rock climbing (Any 3 × 1) (3)

[37]

QUESTION 2

2.1 2.1.1 Billing and Settlement Plan South Africa
2.1.2 Central Reservation System
2.1.3 Computer Reservation System
2.1.4 Global Distribution System
2.1.5 Standard Credit Card Charge Form
2.1.6 Standard Traffic Document
2.1.7 Protection of Personal Information
2.1.8 Electronic Funds Transfer
2.1.9 Document Exchange
2.1.10 Electronic Mail
2.1.11 Electronic Miscellaneous Document

(11 × 1) (11)

2.2 2.2.1 Personal (1)

2.2.2 Geographical (1)

2.2.3 Numerical (1)

2.2.4 Alphabetical (1)

2.2.5 Abrahams
Johnson
Josephs
Malik
Mangeni

Must be strictly in alphabetical order
(-1 for any that are out of order) (5)

2.2.6 7899
7999
8110
8222
8232

Must be strictly numerical
(-1 for any that are out of order) (5)

2.2.7 Denmark
England
France
Italy
Norway

Must be strictly in alphabetical order
(-1 for any that are out of order**)** (5)

2.3 **SAVINGS ACCOUNT**

ADVANTAGES	DISADVANTAGE
• Easy to open and to operate • Only need a small amount to open the account • Can withdraw money whenever you need • Interest is paid on the balance in the account • Your money is safe in the bank (Any 2 × 1)	• Interest is very low • You cannot do any transactions without your card • You cannot do any transaction without your PIN • There must be a minimum amount in the account • There is a daily limit on the amount you can withdraw (Any 2 × 1)

(4)

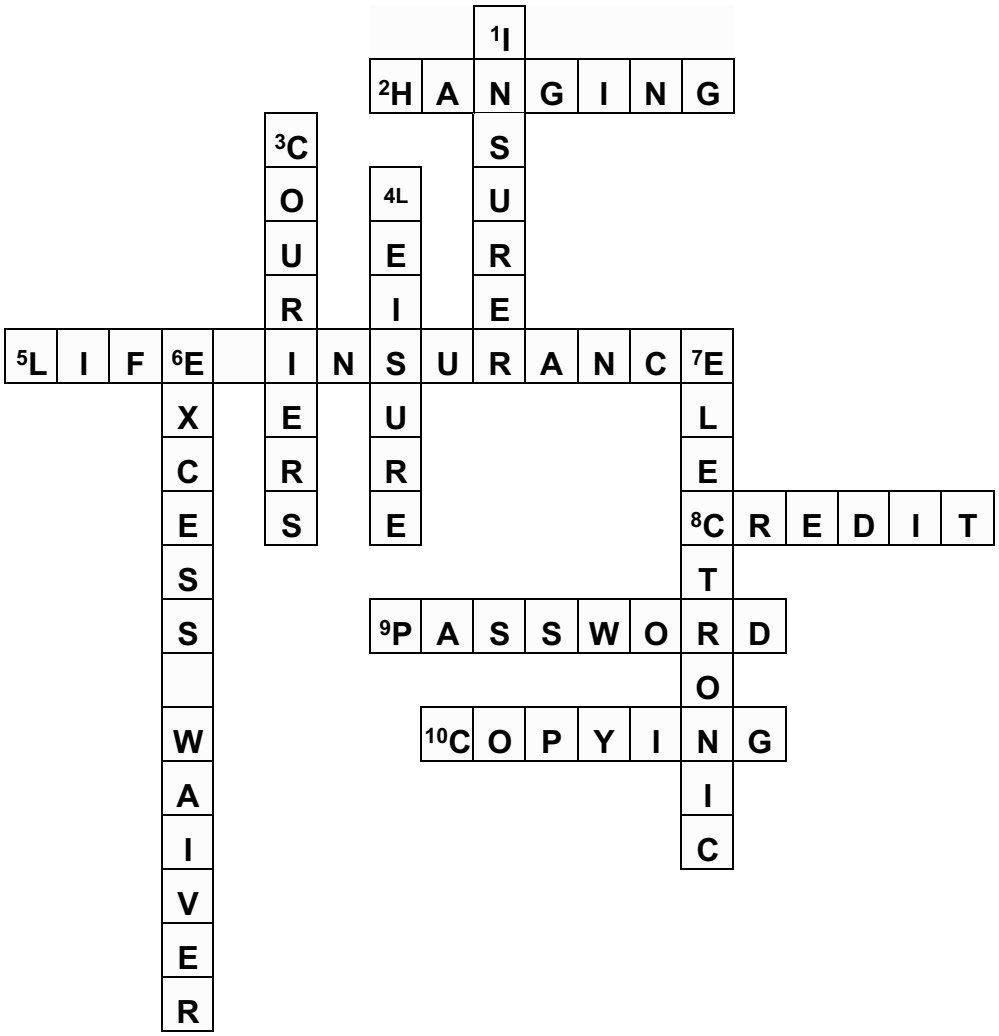
CHEQUE ACCOUNT

ADVANTAGES	DISADVANTAGE
• Money is kept safely in the bank • You receive regular statements which makes it easy to control your finances • You can make electronic payments and manage your money online • You can pay your accounts by mailing your supplier a cheque • No need to exchange money while you are abroad • No need to carry cash in bulk • You can withdraw money when you need it • You can arrange an overdraft facility (Any 2 × 1)	• Cheque accounts have additional costs • You need a cheque card to withdraw money • A limit may be imposed on the amount of money you can withdraw per day • Interest on overdraft is very high (Any 2 × 1)

(4)

QUESTION 3

3.1



Created on TheTeachersCorner.net Crossword Maker

ONE MARK (✓) FOR EACH ANSWER (10)

3.2
- Burglar bars in front of windows and doors
- An alarm system for when the office is closed
- Panic buttons in various places in the office
- An SABS approved safe for important documents and cash
- CCTC cameras
- A security guard for bigger premises
- Passwords to access computers and certain computer programs
- Safe parking for employees and customers
- Security card at the entrance (Any 6 × 1) (6)

3.3

Suitable✓	• Must suit the requirements of the business✓
Logical✓	• Must follow a logical order✓
Flexible✓	• Filing systems should be flexible enough to accommodate functional changes✓
Simple✓	• It should be simple enough to understand, especially for new staff✓
Accessible✓	• Should be easily accessible to relevant staff ✓
Economic	• It should not be a very expensive filing system and should be easy to maintain
Safe	• Information should be kept secure and confidential
Durable	• Must be kept safe from possible water, dust or fire damage and must be able to last for a long time
Neat	• Filing system must be neat and not take over the whole office
Compact	• Filing system should not take up too much space

(Any 5 × 2) (10)

3.4 3.4.1 Remittance
3.4.2 Mail
3.4.3 Mail
3.4.4 Remittance
3.4.5 Mail

(5 × 2) (10)
[36]

TOTAL SECTION A: 110

SECTION B

QUESTION 4

4.1 4.1.1 Marketing – Bridging the gap between production and consumption and the activities it involves

4.1.2 Consumption –Takes place when that what was being produced is used.
In tourism the consumption will take place when the client is going on the tour that he/she booked

4.1.3 Disposable income – Any money left after all the essential expenses have been paid

4.1.4 Marketing strategy – Is a process or model of marketing actions that a company intends to develop in order to accomplish a specific goal

4.1.5 Social media – Websites and applications that enable users to create and share content or to participate in social networking

(5 × 2) (10)

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

(5 × 2) (10)

4.3 4.3.1 Self-actualisation

4.3.2 Social

4.3.3 Safety and security

4.3.4 Ego

4.3.5 Physiological

4.3.6 Ego/Self-actualisation

4.3.7 All other needs have to be satisfied before a person will consider going on an overseas holiday.
Any realistic reason that goes with the answer in QUESTION 4.3.6.

(7 × 2) (14)

4.4 4.4.1 Blog
4.4.2 Twitter
4.4.3 Facebook
4.4.4 Collaborative project
4.4.5 Content communities

(5 × 2) (10)
[44]

QUESTION 5

5.1 Marks will be allocated as follows for the advert:

✓✓ for drawing an advert (No marks for drawing if the student only listed the 4 P's)
✓✓ for including the product – TOUR TO SOUTH AMERICA
✓✓ for including the price – R20 500 PER PERSON SHARING
✓✓ for including the promotion – PRINTED MEDIA (GETAWAY MAGAZINE)
✓✓ for inducing the place – GREEN HILLS TRAVEL
✓ for including CONTACT DETAILS
✓ for including details about the tour – BRAZIL, LIMA, MACHU PICCHU AND THE SACRED VALLEY (12)

5.2

Adequate pre-sale preparation✓	• Sales person must be fully prepared✓ • Must know the product and service that they are selling✓ • Must know how to apply the selling techniques (Any TWO facts = 1 mark each)

(3)

Locating and identifying the buyers✓	• Identify potential customers✓ • This can be done by contacting prior customers✓ • Use advertising media and social media (Any TWO facts = 1 mark each)

(3)

Approaching the buyer✓	• Reach out to potential customers✓ • Set up a meeting with potential customers✓ • This is to show them the product • You can approach customers by e-mail, telephone or invite them to a special event to introduce the product (Any TWO facts = 1 mark each)

(3)

Presentation✓	• Present the product to the potential customer by using visuals or a demonstration✓ • Social media like YouTube can be used✓ • This is done to communicate the benefits of the product to the customer and to persuade them to buy the product (Any TWO facts = 1 mark each)

(3)

Answering questions and objections✓	• Any questions regarding the product will now be answered✓ • Try to recognise how close the person is to buying the product and how much more persuasion is needed✓ • Try to give alternative suggestions for any problem (Any TWO facts = 1 mark each)

(3)

Closing the sale✓	• This is an attempt to get a commitment from the customer to buy✓ • It will be best to get something in writing, like signing a contract or paying a deposit✓ • Highlight all the benefits of the product again • If the customer does not want to commit, it is recommended to ask straightforward questions to understand why they are not committing (Any TWO facts = 1 mark each)

(3)

Follow-up✓	• Contact the buyer after the sale is made and the product was experienced✓ • This takes place after the customer comes back from their trip✓ • Make sure everything went well and was what the customer expected • Follow-up is required to ensure positive word-of-mouth from the client • This will also lead to a long-term relationship with the customer (Any TWO facts = 1 mark each)

(3)

5.3 5.3.1 Matiso
5.3.2 Zono
5.3.3 Lewis

(3 × 2) (6)

5.4 5.4.1 SIERRA MIKE INDIA TANGO HOTEL
5.4.2 OSCAR SIERRA ALFA KILO ALFA
5.4.3 PAPA HOTEL ECHO MIKE ECHO

(3 × 2) (6)

5.5 World wide web (1)

[46]

TOTAL SECTION B: 90
GRAND TOTAL: 200

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