higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N4

23 NOVEMBER 2018

This marking guideline consists of 10 pages.

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SECTION A

QUESTION 1

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

(10 × 1) (10)

1.2 1.2.1
- Printing
- Copying/Duplicating
- Scanning
- Faxing
- Enlarging/Reducing (Any 4 × 1) (4)

1.2.2
- It has a lot of functions, such as scanning, printing and copying.
- It is cost effective as you do not need to buy multiple equipment.
- Since the equipment can perform many functions, it saves office space.
- The quality of copies is good. (Any 2 × 1) (2)

1.2.3
- If the machine is broken, the office cannot function because that one machine serves different functions.
- The ink is expensive.
- Only small amounts of copies can be made. (2)

1.2.4 *Copying* is the process by which a limited number of duplicates of an original document is made. (2)

1.3
1.3.1 I
1.3.2 C
1.3.3 G
1.3.4 E
1.3.5 B
1.3.6 D
1.3.7 F
1.3.8 J
1.3.9 A
1.3.10 H

(10 × 1) (10)

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1.4
- Both the insurer and the insured must enter into the contract with absolute honesty and disclose all information. Should certain information not be disclosed, the contract will be declared void.
- Example (2 × 2) (4)

1.5
- The insured must prove that they derive a financial benefit from the continued existence of the insured goods and they stand to lose financially if it is destroyed.
- Example (2 × 2) (4)

1.6 1.6.1 Any relevant, e.g., protection of personal information (2)

1.6.2
- Names
- Identity numbers
- Sex
- Ethnic/racial origin
- Clients' Visa, passport and identification documents
- Clients' contact details
- Bank details
- Credit card information
- Medical history
- Travel history and records (itineraries)
- Criminal record
- Membership to organisations
- Educational information
- Religious and philosophical beliefs (Any 4 × 1) (4)

1.6.3 Protection of Personal Information Act (PoPI) (2)

1.6.4
- Customers will take their business elsewhere.
- Customers will lose trust in all South African Tourism officials.
- Agents or employees will be reprimanded (warned or dismissed from their jobs).
- Customers may file charges against the consultant or business.
- The company may be fined.
- The CEO may serve a prison sentence. (Any 4 × 1) (4)

[50]

QUESTION 2

2.1 2.1.1
- Internet (Online) banking
- Cell phone banking (2 × 1) (2)

2.1.2
- Transfer of funds between accounts
- Balance check
- View statement/transaction history
- Payments
- Prepaid purchases (airtime/data/electricity)
- Open and close accounts (Any 5 × 1) (5)

2.1.3
- Name of the card holder as it appears on the card
- Credit card number
- Expiry date
- CVV (Last 3 or 4 digits at the back of your card) (4)

2.2 2.2.1
- A Cash Passport (Travel Money Card) is a pre-paid foreign currency card loaded with money in the local currency of the country you are visiting. (1 × 2)
- A traveller's cheque is a pre-printed cheque issued by a financial institution that allows the person signing it to make a payment to someone else as a result of having paid the issuer for that privilege. (1 × 2) (2)

2.2.2
- A c**ash passport** is used as a debit card in another country.
- When you pay for something, money from the card will be debited directly into the account to which the card is linked.
- You cannot overspend, as you may only spend the amount loaded on the card.
- If you don't spend all the money on the card, what is left can be refunded when you return from the trip. (Any 3 × 1)

- The functions and use of **traveller's cheques** differ from that of normal cheques.
- The amount is already pre-printed on each cheque.
- Travellers must sign at the top of the cheque the moment they receive the cheque.
- Travellers must sign in front of the person who is receiving the payment.
- Travellers must fill in the date.
- Travellers will receive change in cash. (Any 3 × 1) (3)

2.2.3
- Money still on your cash passport can be transferred to your existing bank account when you return from your trip. This will be done free of charge if the Cash Passport is from the same bank where you have your bank account. If not, bank charges will apply to get your refund to another bank. (1 × 2)

- Unused travellers' cheques returned to the issuer within 14 days will be refunded to the cash amount of that specific day's foreign exchange. (1 × 2) (2)

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2.3
- All general postal articles received are recorded in the Mail Register (excluding brochures, promotional material, junk mail, and mail to do with payments, such as cheques or postal orders.)
- All postal articles related to money transactions are recorded in the Remittance Register. (2)

2.4
- Product demand
  Determine whether there is a demand for the product in that specific area by using a questionnaire, observation, traffic counts or independent surveys.
- Availability of labour (workers)
  The location must have potential staff with the right skills and knowledge to be employed in the company.
- Transport routes
  A travel office must be in an area where transport networks allow both workers and consumers to reach it easy.
- Market for your product
  The tourism business must be near the target market.
- Services available at location
  Municipal services such as water, electricity, sanitation, security and telecommunication must be available to workers and consumers.
- Competitors
  Investigate competition in that area to determine whether it is necessary to open a new business in the same area. (6 × 2) (12)

[32]

QUESTION 3

3.1 Receipt A: Electronic Miscellaneous Document (EMD)
Receipt B: Electronic Ticket (e-ticket) (2 × 2) (4)

3.2 The **EMD** is a method of documenting the sale and tracking the usage charges (such as residual value, miscellaneous or excess baggage charges) without the issuance of a paper value document.
OR
The EMD is used to record all a passenger's purchases from an airline besides e-tickets, e.g. excess baggage, change of flights and change of class.

An **e-ticket** is issued when a passenger buys an air ticket electronically and the passenger will use it when checking in for the flight. It is a method of recording sales of passenger transportation without issuance of paper tickets.
OR
An e-ticket is a time-saving and ticketless way to travel when booking a flight.
(2 × 2) (4)

3.3
- The EMD was issued for Mr Thomas Thom.
- It was issued after his ticket has been issued because it is not for his seat in the plane, but his extra baggage.
- It was issued because Mr Thom's baggage exceeded the maximum baggage weight and size allowed for each passenger.
- Mr Thomas had to pay for three pieces of luggage.
- The rate was USD 40.00 per item (Any relevant 4 × 1) (4)

3.4 3.4.1 WXIKXI

3.4.2 Mr John Jones

3.4.3 Credit card

3.4.4 Ticket is non-endorsable, non-refundable.
Changes allowed, subject to availability, no later than 2 hours before departure.

3.4.5 CAD 809,39

(5 × 1) (5)

3.5 3.5.1 Carrier Identification Plate (CIP) (2)

3.5.2 Airline name: Western Airlines
IATA Number: 017 (2 × 2) (4)

3.6 3.6.1
- BSP is designed to facilitate and simplify the selling, reporting and remitting procedures of IATA accredited passenger sales agents.
- It also improves financial control and cash flow for BSP airlines. (2)

3.6.2
- It reduces airline costs and at the same time provides agents with a cost-effective system for selling the products of those airlines that participate in the BSP.
- It enables airlines and agents to save on administrative overheads while streaming their services to the customers.
- It provides one supply source of ticket numbers for electronic tickets.
- It simplifies remittance procedures by establishing one point for an agent's payments. (Any 3 × 1) (3)

[28]

TOTAL SECTION A: 110

SECTION B

QUESTION 4

4.1 4.1.1 Disposable income
4.1.2 Culture
4.1.3 Attitude
4.1.4 Motivation
4.1.5 Reference groups
4.1.6 Target market
4.1.7 Consumption
4.1.8 Consumer orientation
4.1.9 Self-actualisation
4.1.10 Self-esteem

(10 × 1) (10)

4.2 4.2.1 The marketing mix refers to the set of actions or tactics that a company uses to promote its brand or product in the market.
OR
A typical marketing mix is made up of the 4 Ps: price, product, promotion and place.

4.2.2 The target market is the group of clients or customers towards whom a tourism establishment aims its marketing efforts.

4.2.3 The marketing strategy is the marketing actions that a business intends to develop in order to achieve its goals.

4.2.4 Marketing research is an action or activity of gathering information about consumers' needs and preferences.

4.2.5 Product is the service that a tourism company will present to meet customers' needs.

(5 × 2) (10)

4.3 4.3.1 During the production era, companies were profit oriented and tried to make as much money as possible. The reason was that goods were scarce and everything that was produced was consumed.

4.3.2 During the sales era there was a growth in competitors and companies were much more sales oriented. Companies had to work harder to be better than their competitors to be able to sell their products (aggressive selling).

(2 × 2) (4)

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4.4 EXPERIENCED TRAVELLER

- Demands more
- Prefers own tour, don't like travelling in a group
- Compares different travel experiences
- Complains easily if something is not right
- Not easily satisfied

FIRST-TIME TRAVELLER

- Easily influenced
- Insecure; prefers travelling in a group with a leader
- Basic needs must be satisfied first
- Prefers all-inclusive tours to not worry about anything whilst travelling
- Still impressed with small things (4 × 2) (8)

4.5

- Who is buying the product?
- What product/service is sold?
- When does the target market buy?
- Where are the products bought by the consumer?
- Why are consumers buying the product?
- How is the consumer paying for the purchase? (6 × 1) (6)

4.6

- Design/drawing of advert, i.e. logo, pictures, borders, colours (No marks if the student only listed the 4 Ps)
- Product included: bus services from JHB to DUR
- Price included: R1 870,00 per person
- Promotion included: 40% discount for the first 400 people purchasing tickets online
- Place included: Decent Travel (Pty) Ltd (name of agency)
- Website and telephone number of agency included (6 × 2) (12)

[50]

QUESTION 5

5.1 5.1.1 Facebook
5.1.2 Social networking
5.1.3
- A tourism company can start a Facebook page with the details of the company and regularly give special offers.
- Pictures taken on tours can attract customers. (Any 2 × 1)

(4 × 1) (4)

5.2 5.2.1 YouTube
5.2.2 Content communities
5.2.3
- There are rarely any parental guidance and children will therefore be able to view any videos, pictures or content.
- Sometimes people learn how to do negative things like how to make a bomb. (Any 2 × 1)

(4 × 1) (4)

5.3 5.3.1 Wikipedia
5.3.2 Collaborative projects
5.3.3
- Research can easily be done on any topic.
- Expert opinions and true facts are just a click away.
- It is quick, useful information and relevant to any topic.

(Any 2 × 1)
(4 × 1) (4)

5.4 5.4.1 Twitter
5.4.2 Social networking
5.4.3
- It can be used successfully to drive sales, increase brand awareness or launch a new product.
- Tweets can be embedded to contain online content as well as a link to a website or video. (Any 2 × 1)

(4 × 1) (4)

5.5
- Use the same professionalism over the phone as in person.
- Answer the phone promptly (it should not ring more than three times).
- Greet the caller with a warm welcome.
- Identify yourself and the company.
- Provide relevant information.
- Paint a picture of the product 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 a pencil ready when you answer.
- Be prepared to listen actively 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.
- Do not answer the phone with food in your mouth. (Any 4 × 1) (4)

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5.6 5.6.1 Step 1: Adequate pre-sale preparation
Step 2: Locating and identifying the buyer
Step 3: Approaching the buyer (3 × 1) (3)

5.6.2 No (1)

5.6.3 Presentation
Products are presented to the buyer using various methods of demonstration. (2)

5.6.4
- Email: Send monthly newsletter with useful travel information and available specials.
- Direct mail: Send customised offers in an effective way to connect with customers.
- Birthdays: Send a card, gift or valuable to customers on birthdays.
- Social media: Interact directly with customers and offer them specials.
- Visit the client.
- Phone the client.
- Put the client on a mailing list. (Any relevant 6 × 1) (6)

5.7
- The company will need less staff.
- The company will need less office space.
- Less paper will be used as everything is done electronically.
- The customers' data will already be structured in the system.
- The company will not have to pay commission to different agents.

(Any 4 × 1) (4)

5.8
- SIERRA
- ALFA
- LIMA
- ECHO

(4 × 1) (4)
[40]

TOTAL SECTION B: 90
GRAND TOTAL: 200

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