higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N4

26 NOVEMBER 2019

This marking guideline consists of 10 pages.

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SECTION A

QUESTION 1

1.1 1.1.1 Picture A – Cubicle office layout
Picture B – Open-plan office layout (2)

1.1.2 **Picture A**
- Workers are stationed in small cubicles in each room.
- Each cubicle is large enough to fit a desk and a computer.
- Cubicles are partitioned by low or high walls or even plants or screens.

Picture B
- It is based on a floor plan with large open spaces.
- This minimises the use of small, enclosed rooms such as private offices.
- One large room is divided into smaller work stations without any fixed partitions between them.
- Workers are not in cubicles and can see each other working.

(Any 2 + any 2) (4)

1.1.3
- Partitions waste more space.
- Maintenance and cleaning is difficult.
- Flow of work is hampered.
- Partition makes supervision more difficult.
- Some employees might feel isolated. (5)

1.1.4 Natural ventilation✓ through open windows✓

OR

Artificial ventilation✓ through air conditioners and fans✓ (2)

1.1.5
- Natural ventilation will not cost the agency money for electricity.
- Artificial ventilation will be controlled to suit the workers regarding coldness or warmness. (2)

1.2 1.2.1 False, BSP helps with the flow of data and funds.
1.2.2 True
1.2.3 False, an e-ticket is issued when a passenger buys an air ticket electronically.
1.2.4 True
1.2.5 False, AVP contains the agency name, its location and IATA code.

(5 × 2) (10)

1.3 **CRS**

- Central reservation system
- It is a computerised system containing information about schedules, availability, fares and related services through which reservations can be made and tickets issued.
- A web-based system designed to manage bookings from different entry points and locations to one system.
- It has information on hotel rates and availability on all hotels in the group.
- Bookings can be made and confirmed electronically.

GDS

- Global distribution system
- It is an international computerised reservation system that accesses many databases (or CRSs) of different suppliers and services offered in the tourism industry.
- It gives travel agents access to different CRSs by combining CRSs from different suppliers to compare and make bookings.
- It becomes easier to check availability and compares prices without having to go to each CRS separately. (Any 3 + any 3) (6)

1.4

- Excess baggage
- Change of flights
- Change of seats and class (3)

1.5

- 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.
- The agent validator plate with the correct information must be in the machine.
- The ticket is placed over the plates.
- The validator is swiped and the details are imprinted on the ticket. (5)

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QUESTION 2

2.1 2.1.1

- Standard Bank
- ABSA
- First National Bank
- Capitec
- Nedbank (5)

2.1.2 Commercial banks are profit-making✓ organisations that invite and receive deposits✓ from individuals and business in the form of cheque and saving accounts.

OR

Commercial banks' primary concern is to receive deposits✓ and lend money✓ to individuals and businesses. (2)

2.1.3 Step 1: Insert the card into the card slot. Ensure that the card is facing in the direction indicated on the machine.
Step 2: Follow the steps presented on the screen. Most ATMs require that a language is selected and a pin entered.
Step 3: Select the function you want, for example withdrawal, check balance, buy prepaid, deposit, transfer, etc.
Step 4: Follow the prompts to end your session and choose the option to print a receipt or not.
Step 5: Remember to take your card and your money. (5)

2.1.4
- EFT
- Checking balances
- Viewing recent transactions
- Paying accounts/bills
- Buying prepaid airtime (cellphone banking)
- Online shopping
- Booking flights, hotels, theatre tickets, etc. (Any 5 × 1) (5)

2.1.5 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.✓ (2)

2.2 Travel insurance is intended to cover medical expenses, trip cancellation, lost luggage, flight accidents and other losses incurred✓ while traveling either internationally✓ or domestically✓. It can usually be arranged at the time of the booking of a trip to cover exactly the duration of that trip✓ or unlimited number of trips within a set time frame.✓ (5)

2.3 2.3.1 Extreme weather conditions, medical outbreaks or even sociopolitical events like terrorist attacks are more likely to happen in most countries of the world.

2.3.2 Some insurers do charge fairly high rates that could make one think twice about whether buying a plan is really that vital, but there are extremely affordable travel-insurance plans that will give you great coverage without costing an arm and a leg. Most travel agencies can provide information on many travel-insurance options.

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2.3.3 Be aware that while your medical aid may cover you locally, it may not cover you for medical expenses abroad, particularly emergency medical evacuation should something go wrong while you are overseas. Before making a decision on whether to buy travel insurance, carefully scrutinise your medical aid terms and conditions so that you are certain when and where you are covered, as well as which procedures you might need to go through to ensure your medical aid provider will accept your claims.

2.3.4 Insurers tend to reject claims that result from accidents or incidents caused by your negligence or recklessness, for example do not expect your travel insurance plan to cover you if you miss your flight due to oversleeping or if you fail to get the recommended vaccinations before your trip or knowingly travel to a destination experiencing a political or civil unrest. If you do plan to be a little adventurous on your next trip, make sure to buy a travel insurance plan that clearly states it will accommodate your adrenaline rush.

(Any relevant 4 × 2) (8)

2.4 Cancellation – Any explanation that shows the journey has been cancelled before is started because of unforeseen circumstances. It is the fault of the passenger who does not to continue with the journey, e.g. Joan cancelled her flight because her daughter was hospitalised.

Curtailment – Any explanation that shows that the onward journey has been cancelled because of unforeseen circumstances. The journey was cancelled not by fault of the passenger, e.g. Peter was already on his cruise ship when the ship sank. (2 + 2) (4)

2.5
- Name
- ID number
- Sex
- Ethnicity
- Client's visa
- Passport and identification documents
- Client's contact details and addresses
- Bank details
- Credit card information
- Medical history
- Travel history and records (itineraries)
- Client's lists (Any 4 × 1) (4)

2.6
- Burglar bars in front of windows and doors
- Alarm system for when the office is closed
- Panic buttons in various places in the office
- SABS-approved safe for important documents and cash
- CCTV cameras
- Security guard for bigger premises
- Safe parking for employees and customers
- Security access card at the entrance (Any 5 × 1) (5)

[45]

QUESTION 3

3.1

3.1.1	J
3.1.2	B
3.1.3	D
3.1.4	A
3.1.5	G
3.1.6	E
3.1.7	F
3.1.8	H
3.1.9	C
3.1.10	I

(10 × 1) (10)

3.2
- A cross-referencing system allows one to make notes on a given file that tells where related information fits within the filing system.
- When organising documents or records some could 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)

3.3
- DOCEX is a private posting service used in the tourism industry.
- It is offered to subscription members only.
- It provides an overnight facility for the movement of mail between subscribing members in different centres.
- Its charges are higher than the post office but lesser than a courier service.
- Its members pay a once-off entry fee, annual subscription fee and VAT.
- All members can send unlimited mail at no additional cost.
- Extra charges apply when the package exceeds 2 kg (charges per kilo + VAT).
- There are daily deliveries to OR Tambo International, ASATA, SANPARKS and leading insurance companies.
- It is cost-effective since all mail (urgent/not) is sent express through DOCEX.
- It is convenient and you are assured that mail will arrive. (10)

3.4
- Instruction to file
- Sorting
- Referencing
- Placing (4)

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TOTAL SECTION A: 110

SECTION B

QUESTION 4

4.1 4.1.1
- Long-haul flights means flying for longer – from six to 12 hours nonstop.
- No-frills flights means nonessential features/extras have been removed to keep the price low, e.g. meals and limited luggage space. (2)

4.1.2 Service marketing✓ because the transportation of travellers is not like a tangible product which can be sampled✓ or tested before using✓ (3)

4.1.3 Lower class✓✓ or lower middle class because they are targeting people who require cheaper flights✓ and are likely to be those with lower income✓ (4)

4.1.4 2018✓ and launch/introductory phase✓ (2)

4.1.5 Marks will be allocated as follows for the advert:

- Designing/drawing an advert i.e. logo,✓ pictures,✓ borders, colouring,✓ etc. (no marks for drawing if the student only listed the four Ps)
- Including the product – no-frill flight ticket✓ for example from Johannesburg to London✓
- Including the price – 35% discount✓ for the first 300 people purchasing return tickets✓
- Including the promotion – printed media (*Getaway* magazine)✓
- Including THE place – name of the agency – Decent Travel (Pty) Ltd. (www.wowair.com✓ and telephone number: 087 434 9999✓) (10)

4.2 4.2.1
- The aim was produce inexpensive products that were widely available.
- Businesses focussed on themselves and not the customers' needs.
- Solving production problems was the main concern.
- Marketers thought customers would buy products just because they were available.
- Customers were largely poor.
- Customers did not buy all the products.
- Stock began to pile up and marketers were not able to sell it all.

(Any THREE)

4.2.2
- Marketers and managers realised that having products were not enough.
- They needed to make special efforts to promote and sell the products.
- Stock piled up at warehouses.
- Competition between products increased.
- Advertising was introduced.
- Aggressive selling methods were used.
- The more you sell the more profit you make.
- They sold products in person (door to door). (Any THREE)

4.2.3
- Consumers became more sophisticated and wealthier.
- The variety of competing products increased.
- Marketing managers realised that products should be produced that satisfied consumers' needs.
- They had to communicate that the product will satisfy consumers' needs.
- Consumers will buy a product that satisfy their needs and not really because it is cheap. (Any THREE)

(3 × 3) (9)

4.3 4.3.1
- Move towards others
- Select a product into use
- Follow the majority/crowd
- Desire to be loved and appreciated (Any THREE)

4.3.2
- Move against other people
- Buy the exclusive travel product
- Travel individually with own ideas and perceptions
- Desire to satisfy their self-esteem (Any THREE)

4.3.3
- Move away from other people
- Do not regard other opinions as important
- Make their own decisions and buy products that best suits their needs
- Self-sufficient (Any THREE)

(3 × 3) (9)

[39]

QUESTION 5

5.1

5.1.1	F
5.1.2	I
5.1.3	J
5.1.4	B
5.1.5	A
5.1.6	H
5.1.7	D
5.1.8	G
5.1.9	E
5.1.10	C

(10 × 1) (10)

5.2

1. Adequate presale preparation

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

2. Locating and identifying the buyer

- Contact prior customers with new offers.
- Use advertising media.
- Use social media.

3. Approaching the buyer

- Reach out to the potential client.
- Set up a meeting with potential clients.
- The purpose of the meeting is to show the product to the client.
- Approach the buyer by emailing, phoning or inviting him/her to a special event. (Any THREE)

4. Presentation

- Present the product/service to the prospective client using visuals or demonstrations.
- Use social media like YouTube.
- Communicate the benefits of the product/service to the client.
- Persuade the client to buy the product. (Any THREE)

5. Answering questions and objections

- Answer any questions about the product.
- Recognise how close the client is to buying the product and how much more persuasion is needed.
- 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 he/she is not committing. (Any THREE)

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7. Following-up

- Contact the client after the sale is made or after the client returns from his/her trip.
- Make sure that everything went well and was what the client expected.
- This will ensure positive word-of-mouth.
- This will lead to long-term relationships with clients. (Any THREE)

(7 × 3) (21)

5.3

5.3.1	B
5.3.2	A
5.3.3	D
5.3.4	C/D
5.3.5	D
5.3.6	B/C
5.3.7	C
5.3.8	B
5.3.9	D
5.3.10	C

(10 × 2) (20)
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TOTAL SECTION B: 90
GRAND TOTAL: 200

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