higher education & training

Department:
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REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N4

(4021154)

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09:00–12:00

This question paper consists of 11 pages.

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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 Study the pictures below and answer the questions.



PICTURE A



PICTURE B

1.1.1 Which type of office layout is represented by PICTURE A and PICTURE B respectively? (2)

1.1.2 Describe the office layout shown in PICTURE A and PICTURE B respectively. (2 + 2) (4)

1.1.3 Give FIVE disadvantages of the office layout in PICTURE B. (5)

1.1.4 Which type of ventilation will be conducive for the office layout in PICTURE B? (2)

1.1.5 Substantiate the answer to QUESTION 1.1.4. (2)

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1.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.2.1–1.2.5) in the ANSWER BOOK. Correct the statement if it is FALSE.

1.2.1 A CRS helps with the flow of data and funds between travel agents and airlines.

1.2.2 A BSP indicates how many tickets were sold at a given period.

1.2.3 An EMD is issued when a passenger buys an air ticket electronically.

1.2.4 A CCCF will be used by an agent or airline for credit-card sales.

1.2.5 An AVP contains the name of the issuing airline and its three-number IATA code.

(5 × 2) (10)

1.3 Differentiate between *GDS* and *CRS*. (3 + 3) (6)

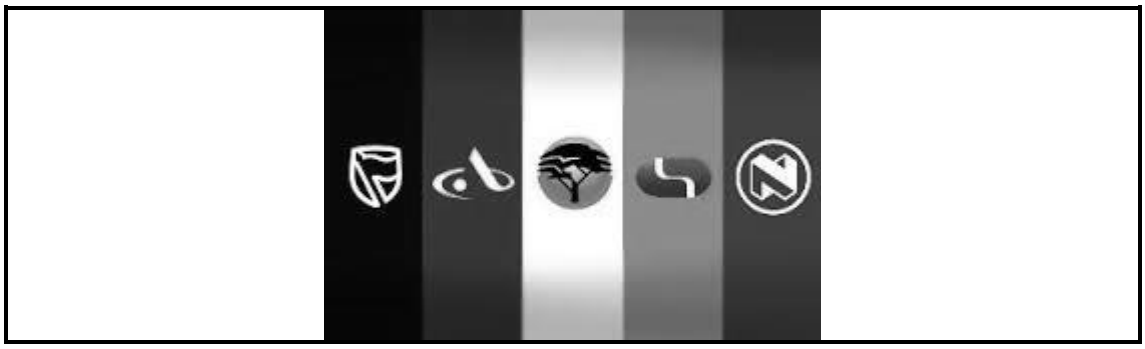
1.4 Give THREE reasons why an EMD will be issued. (3)

1.5 Explain the procedure to follow when manually validating an air ticket. (5)

[39]

QUESTION 2

2.1 Study the picture below and answer the questions.



2.1.1 Identify each commercial bank in the order shown in the picture. (5)

2.1.2 What is a commercial bank? (2)

2.1.3 List FIVE steps to use an ATM. (5)

2.1.4 Give FIVE transactions which can be done using electronic banking. (5)

2.1.5 Explain *online banking*. (2)

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2.2 Define the term *travel insurance*. (5)

2.3 Correct each of the following myths about travel insurance:

2.3.1 Travel insurance is unnecessary.

2.3.2 Travel insurance is too expensive.

2.3.3 Medical aids in South Africa will cover medical expenses abroad.

2.3.4 Travel insurance will always have your back if something goes wrong.

(4 × 2) (8)

2.4 Differentiate between *cancellation* and *curtailment* in terms of travel insurance and give an example of each. (2 + 2) (4)

2.5 List FOUR types of information that might be classified as confidential. (4)

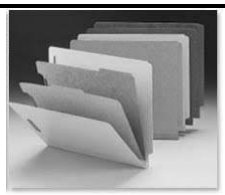
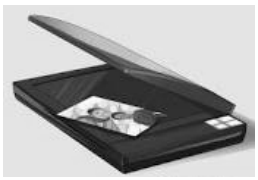
2.6 Give FIVE ways in which a travel agency/travel office can secure its premises. (5)

[45]

QUESTION 3

3.1 Choose a description from COLUMN B that matches a picture in COLUMN A. Write only the letter (A–J) next to the question number (3.1.1–3.1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1.1		A	manila covers
		B	filing cabinets
		C	duplicating equipment
		D	subject classification
3.1.2		E	filing uncertainties
		F	used for one function only
		G	alphabetical sorter
3.1.3		H	makes electronic copies
		I	carrier identification plate
		J	spike file

3.1.4		
3.1.5		
3.1.6		
3.1.7		
3.1.8		
3.1.9		
3.1.10		

(10 × 1) (10)

3.2 Explain *cross referencing.* (2)

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

3.4 List the FOUR steps in the filling process. (4)

[26]

TOTAL SECTION A: 110

SECTION B

QUESTION 4

4.1 Study the article below and answer the questions.

NEW LONG-HAUL, NO-FRILLS FLIGHTS ON THE CARDS

Tessa Marsh
29 March 2017 12:00 (UTC +2)



Budget-conscious travellers could be in for a treat if low-cost carrier, WOW Air, which is eyeing potential new direct long-haul routes, starts operations to South Africa. The Icelandic, no-frills airline, recently announced that it would launch flights as soon as 2018 to destinations in Africa. There is a high possibility its base for these flights would be London.

WOW Air plans to launch its second long-haul base next year but the airline's founder and CEO, Skúli Mogensen, has yet to announce the location. He says London is in the running and adds that new high-tech and fuel-efficient aircraft are a major contributor to the airline's potential route expansion.

'There is a great opportunity with the arrival of new aircraft – the A320neo, the A321neoLR, and the A330neo. The timing is perfect for us to expand,' says Mogensen. 'The real winner will be the consumer. Fares will fall; there will be better aircraft with more innovative technology.'

[Adapted from: *http://www.tourismupdate.co.za/article/120292/*]

4.1.1 Explain the terms *long-haul flights* and *no-frills flights*. (2)

4.1.2 Will WOW Air be rendering service marketing or product marketing to its consumers? Substantiate the answer. (3)

4.1.3 Who are the target markets of WOW Air in terms of social class? Substantiate the answer. (4)

4.1.4 When will WOW Air be launched and in which phase of the product life cycle will they be? (2)

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4.1.5 It is nearly time for WOW Air to be launched in South Africa.

The company asked you to design a suitable advert for the *Getaway* magazine to make the public aware of the launch of this service in two months' time. The route indicated in the article is the only route to be on the advert. The first 300 passengers to purchase return tickets get 35% discount. Bookings can be made on the website www.wowair.com or by calling the reservations office at 087 434 9999. Ensure that the advert includes the four Ps of the marketing mix. (10)

4.2 Discuss the evolution of marketing by referring to each of the following eras:

4.2.1 Production era

4.2.2 Sales era

4.2.3 Marketing era

(3 × 3) (9)

4.3 Explain the difference between each of the following personalities:

4.3.1 Compliant

4.3.2 Aggressive

4.3.3 Detached

(3 × 3) (9)
[39]

QUESTION 5

5.1 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–J) next to the question number (5.1.1–5.1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
5.1.1	Motivation	A	industry or association determining the price, e.g. IATA for airlines
5.1.2	Social networking	B	price of products set by the government, e.g. fuel
5.1.3	Self-actualisation	C	shared instantly via Facebook, Twitter
5.1.4	Price-regulated pricing	D	something important happening immediately broadcasted to millions of people
5.1.5	Self-regulated pricing	E	the need to have friends and a loving family
5.1.6	Blogs	F	reasons one has for acting or behaving in a particular manner
5.1.7	Twitter	G	allows people to work together to generate online content
5.1.8	Collaborative projects	H	free way of writing and expressing what you think about a certain topic
5.1.9	Social need	I	poses the risk of identity theft and fraud
5.1.10	YouTube videos	J	highest level of Maslow's hierarchy of needs

(10 × 1) (10)

5.2 Name and discuss the SEVEN steps of the selling process. (7 × 3) (21)

5.3 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (5.3.1–5.3.10) in the ANSWER BOOK.

5.3.1 Tourism businesses use this for instant messaging, sending large files, conference calling, etc.:

A YouTube
B Skype
C Instagram
D Flickr

5.3.2 A description of the goals you want to achieve with marketing efforts which is shaped by business goals:

A Marketing strategy
B Marketing mix
C Marketing research
D Marketing plan

5.3.3 The alphabet used to spell parts of a message containing letters and numbers to avoid confusion:

A Roman alphabet
B Tourism alphabet
C Latin alphabet
D Phonetic alphabet

5.3.4 How will the word 'Qantas' be spelled according to the alphabet in QUESTION 5.3.3?

A Quebic Alfa November Tango Alpha Sugar
B Quebic Alpha November Tango Alpha Sugar
C Quebec Alfa November Tango Alpha Sierra
D Quebec Alpha November Tango Alpha Sierra

5.3.5 How will the word 'fare' be spelled according to the alphabet in QUESTION 5.3.3?

A Foxtrot Alpha Romeo East Sierra
B Fox Alpha Romeo Echo Sierra
C Fox Alpha Romeo East Sierra
D Foxtrot Alpha Romeo Echo Sierra

5.3.6 How will the word 'Brazil' be spelled according to the alphabet in QUESTION 5.3.3?

A Bravo Romeo Alfa Zoo India Lima
B Bravo Romeo Alfa Zulu India Lima
C Bravo Romeo Alpha Zulu India Lima
D Bravo Romeo Alfa Zoo Indigo Lima

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5.3.7 An experienced traveller …

A prefers travelling in a group with a tour leader.
B prefers all-inclusive tours to not worry about anything whilst travelling.
C prefers organising his/her own tour and do not like travelling in a group.
D wants basic needs to be met first.

5.3.8 The industry or association determines what the price should be, for example IATA regulates the price increase in the airline industry:

A Price-regulated
B Self-regulated
C Market-regulated
D Demand and supply

5.3.9 Ways to follow up on a sale include …

A visiting the client.
B phoning the client.
C emailing the client.
D offering a free stay at the hotel.

5.3.10 NOT a basic rule to follow when making sales over the telephone:

A Identify yourself and the company.
B Greet the caller with a warm welcome.
C Put the caller on hold if you are busy.
D Try to get some commitment from the caller.

(10 × 2) (20)
[51]

TOTAL SECTION B: 90
GRAND TOTAL: 200

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