higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N4

15 October 2020

This marking guideline consists of 10 pages.

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SECTION A

QUESTION 1

1.1
1.1.1 D
1.1.2 A
1.1.3 A
1.1.4 B
1.1.5 A
1.1.6 B
1.1.7 C
1.1.8 D
1.1.9 B
1.1.10 B

(10 × 1) (10)

1.2.
- Quality of the copy required.
- Whether a colour copy is required.
- The cost involved in making a copy.
- The type of paper needed.
- The number of copies required.
- How many people will be using the machine?
- Will the machine be bought or rented?
- Will it be necessary to issue access numbers to staff?
- How many functions the machine must fulfil, e.g. reduce, enlarge, bind or sort.

*(*Any 5 × 1) (5)

1.3
1.3.1 Scanner
1.3.2 Photocopier
1.3.3 Fax

(3 × 2) (6)

1.4 1.4.1 Electronic ticket (e-ticket) (1)

1.4.2
A validating carrier
B means that this document can't be used to board your flight
C place and date of issue
D electronic ticket number
E passenger's name
F departure airport code
G arrival airport code
H airline code and flight numbers
I class of service and travel dates (9)

1.5
- It reduces airline costs and at the same time provides agents with cost-effective system for selling the products of those airlines that participate in the BSP
- Enables airlines and agents to save on administrative overheads, while streaming their services to the customers
- Provides one supply source of ticket numbers for electronic tickets
- Simplifies remittance procedures by establishing one point for agent's payments (4)

[35]

QUESTION 2

2.1
2.1.1 Corridor/Closed office layout
2.1.2 Open plan office layout
2.1.3 Cubicle office layout
2.1.4 Open plan office layout
2.1.5 Panoramic/Mixed/Combined office layout

(5 × 2) (10)

2.2 2.2.1 Registered mail (1)

2.2.2
- Ask for a Registered Post label at your local post office
- Declare the accurate value of the item you are sending
- Attach the correct postage to your item
- Hand in the item over the counter
- The parcel will be scanned electronically
- The sender will be issued with a receipt
- The transaction receipt is proof of posting and includes the Track and trace ID number to track your item
- The receiver will get a note in his/her post box to collect the parcel at the post office
- Proof of identification will be required when collecting the mail

(Any suitable answer 6 × 1) (6)

2.2.3 *The sequence of the steps is not important*
- Step 1: Sort the received mail✓ (according to registered, ordinary and personal mail)
- Step 2: Registered mail must be opened first.✓
- Step 3. Stamp all post with a date stamp✓ (as a proof of receipt of mail and check all attachments)
- Step 4: Record the mail and money received (Money into the remittance register and all other mail into the mail register). Note: no junk mail will be recorded✓
- Step 5: Distribute the mail✓ (5)

2.2.4 Personal classification✓ e.g. Schmidt A✓, Smith BM, Dama G etc.
Subject (Topic) classification✓ e.g. Accounts✓, Marketing etc.
Geographical Classification✓ e.g. Gauteng✓, Mpumalanga, North West etc. (6)
[28]

QUESTION 3

3.1 3.1.1 Liability insurance is an insurance that will cover the insured when another party sues him or his business, this type of insurance will pay the legal costs involved, as well as any legal pay-outs to be made,✓✓ for example an agency could be sued for leaking confidential information to a third party.✓

3.1.2 Tourism insurance is a form of protection that clients can use to protect themselves against unforeseen events occurring WHILE they are travelling,✓✓ for example a client lost his or her travelling documents while on a trip.✓

3.1.3 Business interruption insurance covers the loss of income that a business suffers✓✓ after a natural disaster, damage to property, break-in which results in the company's production being affected.✓

3.1.4 Cyber risk insurance protects tourism companies doing business over the internet,✓✓ the cover will include the followings but is not limited to data breaches,✓ system hacks and malware risks etc.
(4 × 3) (12)

3.2.1 With insurance, the higher the risk of loss, the higher the premium.✓✓ The premium for a B&B without a playground and a swimming pool will be lower as the chances for injury or death is lower for the children during their stay.✓✓ However at a B&B with a playground or a pool children could be injured while they play or swim, hence the premium will be higher.✓✓ (6)

3.2.2 Potential security risks

- Computer files open on computers
- Computers without passwords
- Computer viruses
- Suspicious looking people
- Documents lying open on desks
- Company alarm not activated at night or weekends
- Confidential information not locked away, being used
- Passports lying on unmanned desks (Any 4 × 1) (4)

3.2.3
- Names and ID numbers
- Sex and ethnic origin/race of a client
- Client's visa, passport and identification documents
- Clients' contact details and addresses
- Bank details
- Credit card information
- Medical history
- Travel history and records (itineraries)
- Client lists
- Staff and business information
- Staff's contact details and addresses
- Staff's salaries and banking details
- Information regarding business planning and forecasting

(Any 6 × 1) (6)

3.3 3.3.1
- Card A: Debit card/Cheque card
- Card B: Cash passport/Travel wallet/Travel money card
- Card C: Credit card (3)

3.3.2 Is a pre-paid foreign currency card✓ which money is loaded✓ on in the local currency of the country you are visiting (2)

Cash passport (Travel money card): The card is used just like a debit card✓✓ in another country. When you pay for something, money which is loaded on the card will be debited directly to an account✓✓ to which the account is linked. You cannot overspend as there is only a certain amount loaded on the card. Money not spent on the card can be refunded when you return from the trip. (4)

3.3.3
- Money still on the card can be transferred to your existing bank account.✓
- If you got the travel card at the same bank where you have your bank account, it will be done free of charge.✓ If not bank charges will apply.✓ (3)

3.3.4
- 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 it is stolen
- Some banks offer rewards for using your bank card often
- Some cards can be used internationally and you do not have to exchange money before travelling (Any 4 × 1) (4)

3.3.5 A credit card allows the consumer to buy on credit,✓ i.e. you are borrowing money from the financial institution and will pay back in instalments.✓ (2)

3.3.6
- Credit card fraud
- Bank fees are extremely high
- High interest rates are paid
- Sometimes the terms and conditions can be confusing
- You might be tempted to overspend unnecessarily (Any 3 × 1) (3)

[49]

TOTAL SECTION A: 110

SECTION B

QUESTION 4

4.1 4.1.1 False,✓ the correct answer is price, not place.✓

4.1.2 False,✓ a brochure explaining cruise options is the promotion element of the marketing mix. ✓

4.1.3 True✓✓

4.1.4 False,✓ hotel tariffs are not regulated by the government.✓

4.1.5 False,✓ collaborative projects allow groups of people to work together to create online content.✓

(5 + 5) (10)

4.2 4.2.1 Online bookings (1)

4.2.2 The graph indicates that 77%✓ of travellers in India make bookings online followed by those the hotel entices to make bookings. (1)

4.2.3
- A mobile app is a software program you can download and access directly by using your phone or another mobile device, like a tablet or music player.
- If you have a smart phone or other mobile device, you probably use apps – to play games, get turn-by-turn directions, access news, books, weather, to make reservations and more.

(Any ONE) (1)

4.2.4
- Only regular clients of a particular hotel group would have a mobile app for that hotel group.
- More travellers around the world do not have a mobile app on their phones.
- Clients without smart phones do not have mobile apps.

(Any 2 × 1) (2)

4.2.5
- Bookings can be made any time of the day or night (24 hours)
- Convenience of making bookings anywhere (at work or home)
- Confirmation of the booking is available right away
- Easy to check availability
- Easy to compare prices
- Most online services offer online consultant to assist when needed
- Saves costs as no middlemen have to be paid
- Human errors are eliminated unless the consumer makes a typing error.
- Online bookings consistently deliver a better price as principles always make it cheaper to book online than all other options.

(Any 8 × 1) (8)

4.2.6
- Hotel
- Oscar
- Tango
- Echo
- Lima (5)

4.3 4.3.1 YouTube: a hotel can post videos of its guests having a fantastic time using a variety of services offered by the hotel to motivate travellers to buy the product.

4.3.2 Skype could be used by the hotel to 'meet' with potential clients or suppliers and also close a deal as you can do with face-to-face negotiations.

4.3.3 Twitter can be used by the hotel to tweet or broadcast to millions of customers what is happening as it happens (like when hosting big events at the hotel).

4.3.4 Facebook: the hotel can create a Facebook page with its name and give special offers to the general public.

(4 × 2) (8)

4.4 4.4.1 Marketing era
4.4.2 Sales era
4.4.3 Production era
4.4.4 Production era
4.4.5 Marketing era
4.4.6 Marketing era
4.4.7 Marketing era
4.4.8 Sales era
4.4.9 Sales era
4.4.10 Production era

(10 × 1) (10)

4.5
- Culture
- Reference groups
- Social class
- Family life cycle (5)

[50]

QUESTION 5

5.1 5.1.1 Attitude is a tendency to act in a favourable or unfavourable manner with regard to a product or service (2)

5.1.2 Customer service has to do with exceeding customer expectations (2)

5.1.3
- Stop reading or talking to your colleague
- Introduce yourself and show the client where to sit
- Listen to the client's needs
- Ask relevant questions to get a better idea of what the client wants
- Write down the most important things while the client is speaking so that you don't forget them
- If the phone rings, answer, transfer the call and apologise.

(Any 5 × 1) (5)

5.1.4
- To be outgoing and not shy to speak to people
- Be passionate and believe in the product you are selling
- Ask the right questions
- Listen intently and give your full attention to the client
- Work hard and smart
- Be able to think quickly and clearly
- Be well organised
- Be polite
- Be helpful
- Serve customers as you would like to be served
- Be sensitive to the customer's needs (Any 6 × 1) (6)

5.2 Step 1: Have adequate knowledge of the product.
Be fully prepared, familiarise yourself with the product you are selling and the company.✓✓

Step 2: Locate and identify the buyer.
Tourism magazines and trade magazines as well as social media✓✓

Step 3: Approach prospective customers (buyers)
Reach out to potential clients and set up a meeting with them to show them the product or service you are offering
Phone, e-mail and arrange a meeting✓✓

Step 4: Present and provide selling points
Use visuals and demonstration to show the benefits✓✓

Step 5: Answer questions and objections
Understand and overcome customer's objections, recognise buying signals, present alternatives to any objection✓✓

Step 6: Close the sale
Give reasons why the deal must be taken today. Make the sale by getting a commitment such as credit card number, emphasis the gifts and benefits that come with the sale.✓✓

Step 7: Follow-up (non-sale activities)
Establish goodwill, enquire whether the trip went well afterwards, keep customers on a mailing list✓✓

(7 × 2) (14)

5.3
5.3.1 A
5.3.2 E
5.3.3 G
5.3.4 D
5.3.5 F

(5 × 1) (5)

5.4 **Definition**:

- Personal selling is also known as face-to-face selling✓ in which one person who is the salesman tries to convince✓ the customer to buy a product.
- It is a promotional method by which the salesperson uses his or her skills and abilities in an attempt to make a sale.

Description:

- Personal selling is a face-to-face selling technique where a salesperson uses his or her interpersonal skills✓✓ to persuade a customer to buy a particular product.
- The salesperson tries to highlight various features of the product to convince the customer✓✓ that it will only add value.
- The company wants to spread awareness about the product for which it adopts a personal approach.
- Personal selling involves a personal touch, a salesperson knows how to pitch a product to the potential customer.
- Personal selling can take place when a salesperson interacts with potential customers who come on their own to enquire about a product.

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- The job of the salesperson is to make sure that he understands the need of the customers and accordingly shows various products that he stocks in that category.
- Under the direct channel, a salesperson visits potential customers in an attempt to make them aware about a new product that the company is launching or it may have a new offer which the customers may not get on the open market. (Any 3 × 2) (6)

[40]

TOTAL SECTION B: 90
GRAND TOTAL: 200

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