higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

TRAVEL OFFICE PROCEDURES N6

12 JUNE 2013

This marking guideline consists of 10 pages.

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SECTION A

QUESTION 1

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

(10 × 1) (10)

1.2 Step 1: Locating the buyer
Locating a business client means that you have to obtain the following:
- Name of the prospective client (company)
- Address and telephone number
- Contact person (manager or director)

It's a good idea to start with existing leisure clients or by asking members of staff if they know of business travellers.
Clients could also be located through advertising and promotions.
Some agencies use telephone or business directories to locate prospective clients.

Step 2: Presales presentation
This is mainly a preparation stage and involves research.
Before you can approach a prospective client, you need to find out as much as possible about the company. This information include the following:
- The nature of the business
- The nature and size of the sales force
- What products they manufacture or what services they provide
- The location of their head office, manufacturing plants and stores

This information can be obtained from business magazines, trade directories, local Chamber of Commerce, local governmental offices, research publications and the internet.

Step 3: Approach prospective clients
After you have located the potential client and obtained all the necessary information, you have to make an appointment with the manager or the director of the company to introduce yourself and your agency to the company.

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Step 4: Presenting selling points
If the first meeting was successful you will be invited to do a detailed presentation on how your agency can fulfill the business needs of the prospective client. For this presentation:

- Be fully prepared
- Use video and power points
- Focus on client's needs
- Mention the benefits of using your agency
- Mention testimonials of current satisfied clients

Step 5: Answering questions and objections
In response to your presentation there will be questions and possible objections. Answer these questions and objections.

Step 6: Closing the sale
When you have answered all the questions and dealt with all the objectives, you have to get an answer from the client.
You need to get some form of commitment from the client that their business travel arrangements will be done through your agency.
It is important to have a contract ready to sign and close the sale.

Step 7: Follow up
This is also referred to as the non-sale activity.
It is very important to remember you client after the sale has been made.
Following up after a sale plays a bigger role in client satisfaction.
The purpose of the follow up is to improve your service and prevent problems from occurring.

(1 mark for name of step + 1 mark for any 1 fact) (7 × 2) (14)

1.3

- The frequency of the travel
- The number of travellers
- The average length of stay per trip
- Preferences regarding airlines and accommodation
- Car rental requirements
- Transfers to and from the airport

(Any relevant answer) (6)
[30]

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QUESTION 2

2.1 2.1.1 Incentive travel is a reward offered to employees for good work. (4)

2.1.2 Elements include the following:

- The destination must be appealing and offer lots of entertainment facilities.
- A good incentive trip will include all expenses.
- First class service needs to be delivered to the winners.
- The winners must receive VIP treatment. (4)

2.1.3 Rates
All costs for travel and land arrangements are based on the current rates. There may be cost increases which need to be taken into account. This needs to be specified in the quote to the company.

Location of the participants
Where the participants are located in different areas, one or more meeting points could be arranged in order for them all to travel together and still benefit from group rates.

Size of the company
In large organisations with more than one branch, the number of participants will increase. These will in turn affect the time needed to put information together and do the necessary organisation.

Potential number of participants
If there are a larger number of participants and the distance they will travel is long, planning becomes more complex and time consuming. Larger groups might require different rates and bookings to be made in more than one different accommodation facility.

Distance travelled
Longer distances will require more time and clear communication.

Language and cultural differences
Language and cultural differences can cause delays in communication and planning due to different values and customs.

Any applicable answer. 1 mark for factor + 1 mark for brief discussion

(6 × 2) (12)

2.2 Was the accommodation up to standard?
Was the entertainment to your satisfaction?
Did any problems occur during the trip?
Would you be willing to be a reference to the agency?
Was the trip worth the effort you put into winning it?

(Any 5 × 2) (10)
[30]

TOTAL SECTION A: 60

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SECTION B

QUESTION 3

3.1 Sales promotion

- Short term plan
- Immediate response is important
- Used for a quick increase in cash flow
- Or if you have access stock that you need to get rid off
- Example: Buy one-get one free (Any 5 × 1) (5)

Advertising campaign

- Run over a longer period of time
- Have certain objectives such as
- Brand building
- Or changing shopping patterns and attitudes
- Example: advertisements on the radio and television for a specific product (Any 5 × 1) (5)

3.2

Target Market	**Objective**	**Techniques which can be used**
Company Staff	To encourage sales staff to work harder and increase sales Seen as a form of incentive plan	Gifts, trips, bonuses, competitions (Any 2)
Customers/Consumers	Pull strategy To attract customers to the store to purchase goods	Give away, money off vouchers, buy-one-get-one-free offers, free samples (Any 2)
Retailers	Push strategy Encourage retailers through a promotion to stock your products Retailers feel it is worth their while to stock and recommend your product instead of other products (Any 2)	Give away, competitions, free offers (Any 2)

(3 × 5) (15)

3.3 3.3.1 Magazine: E, H

3.3.2 Radio: B, D, (E), G, (J), K

3.3.3 Internet: A, F, I

3.3.4 Billboards: C, J (11)

3.4 Target Market
It's the group of people or prospective clients who you are aiming your advertising campaign at.

Nature and cost of the medium
The cost of the medium will be influenced by the budget available for the campaign. Media are different when it comes to costing.

Nature of the product
The nature of the product refers to what you want the target market to see or hear. Each medium is suitable for advertising a specific kind of product.

Lifespan/longevity of the medium
The lifespan of a medium is the amount of time the consumer uses the medium and this will also differ in each medium.

Flexibility of the medium
This refers to the adaptability of the medium. This includes the notice which must be given should the content of the advertisement need to change.

Budget
How much money do you have to spend on this advertising campaign?

Distribution of medium
Some media are national, while others are only regional. Determine how far you would like your advertisement to reach in the country.

(Any applicable answer 1 Mark for factor + 1 mark for brief explanation 7 × 2) (14)
[50]

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QUESTION 4

4.1
- Listen carefully
- Make sure you answer only what has been asked
- Speak clearly and loud enough
- Pay attention to pronunciation
- Speak slowly
- Relax
- Keep time limits in mind
- Don't give false information or create false impressions

(Any 8 × 1) (8)

4.2 Stage 1: Define the situation
The first phase is to do research regarding your current public and what they think of your business.
You need to know their attitudes and perceptions

Stage 2: Setting objectives
After doing research, you need to decide what you are going to do about it.
If the perception is negative, you need to change these attitudes and you need to determine certain objectives which are measureable, have a time frame which is realistic

Stage 3: Determine the target audience/market
You need to determine who you are going to direct your campaign at.
When defining your target market, be very specific, give a breakdown in terms of gender, age, etc. and identify their needs

Stage 4: Determine strategies
Develop the message by determining what you are going to tell your target market.
Define the activities by deciding exactly what you are going to do to change the attitude of the market.

Stage 5: Determine the budget
Creating publicity costs money and the budget of how much money you have for promotion needs to be determined before engaging in activities.
Remember to include everything.

Stage 6: Feedback and evaluation
Once the publicity campaign has ended, you need to evaluate whether it was successful or not.
Evaluate against your objectives

Any applicable answers
1 mark for the stage name + 2 marks for the explanation (6 × 3) (18)

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4.3 4.3.1 Lobbying (Sponsorship)

4.3.2 Corporate publicity

4.3.3 Press relations

4.3.4 Counselling

4.3.5 Product publicity

(5 × 2) (10)

4.4
- Basic fact sheet with information
- A historical fact sheet giving background
- A programme of events
- Graphic material like photographs, cd's, corporate gifts, etc. (4)

4.5
- Speed in replying as there are deadlines which need to be adhered to
- Keep your cool and don't get snappy at the reporter
- Try to cooperate as much as possible and don't be intimidated
- If you don't know the answer, get it from someone who knows
- Eliminate obstacles as far as possible
- Never ask to see what the reporter has written
- Never argue over the value of the story
- Be prepared to be quoted by name
- Never refuse to give information or make a comment
- Get the name and number of the reporter you are talking to
- Never falsify information or make promises you cannot keep
- Be aware of photographers
- Have all relevant records at hand
- Always accentuate the positive (Any 10 × 1) (10)

[50]

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QUESTION 5

5.1 Characteristic

- People's person
- Self-confident
- Outgoing
- Friendly
- Charming
- Connect with people
- Creative (Any 5 × 1) (5)

Skills

- Ability to communicate well
- Multilingualism
- Photographic skills
- Writing skills
- General knowledge (Any 5 × 1) (5)

5.2 5.2.1 Those aimed at the public
Anybody can attend these exhibitions and they mostly advertise destinations
For example: Getaway Show

Those aimed at trade
Anybody from the tourism industry can attend and the main aim of these exhibitions is to introduce new companies to the industry
For example: Indaba

Private exhibitions by invitation only
Some exhibitions are open only to specific people and you can only get in with an invitation.
For example: A private ASATA exhibition
1 mark for the name + 1 mark for the explanation + 1 mark for the example (3 × 3) (9)

5.2.2 Step 1: Rent a stall
Book a space for the stall
How much you pay is determined by the size and location of the stand

Step 2: Set up a stall
You can decorate the stall the way you want as this will attract customers to the stall

Step 3: Man the stall
There must be personnel available to interact with the public for the duration of the exhibition. (3 × 2) (6)

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	5.2.3	This is a forum where buyers and sellers get together to negotiate business. They will negotiate fares, requirements and commission Potential problems will be discussed Workshop is usually planned around a specific problem Lasts for a few days (Any 5 × 1)	(5)
5.3	5.3.1	General Manager	(1)
	5.3.2	Nothing/none	(1)
	5.3.3	Liaise and meet guest who are VIP on a daily basis Assist management with VIP arrivals and functions	(2)
	5.3.4	Messages must be neat, spelled correctly and information accurate	(3)
	5.3.5	Supervise the information desk personnel Coordinate and implement training Provide time tables of working schedules for staff (Any 3 × 1)	(3) **[40]**

TOTAL SECTION B: 140
GRAND TOTAL: 200

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