



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

TRAVEL OFFICE PROCEDURES N6

24 JUNE 2014

This marking guideline consists of 8 pages.

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QUESTION 1

1.1
- Locating the buyer
- Pre-sales presentation
- Approaching prospective clients
- Presenting selling points
- Answering questions and objections
- Closing the sale
- Follow up (7)

1.2
- Trips are shorter. Business trips last 2 – 3 days.
- Trips are more frequent, once a week.
- Business travel is more expensive. They stay in five star hotels and/or fly business class.
- The travellers have special needs, e.g. conference venues or gym, laundry service, fax facility etc.
- Location of accommodation is important. Close to where business will be conducted.
- Leisure and sightseeing is less important. The focus is on the business.
- No flexibility with regard to time. Must be in time for meetings. (10)

1.3
- Branches are offered in different areas
- Businessmen travel between the branches
- There are also international offices (3)

[20]

QUESTION 2

2.1

	BREAKDOWN ITEM	% TO BE ALLOCATED TO ITEM	CALCULATED AMOUNT FROM BUDGET GIVEN
2.1.1	Promotion	10%	R1 800,00
2.1.2	Transport	40%	R7 200,00
2.1.3	Accommodation	30%	R5 400,00
2.1.4	Meals	15%	R2 700,00
2.1.5	Other expenses	5%	R900,00

(5 × 3) (15)

2.2
- Increases productivity
- Reduces absenteeism
- Enhances public image of the company
- Enhances goal achievement
- Motivates staff (5)

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2.3 Preparation takes place before contacting the organisation. ✔ It involves obtaining information ✔ about the prospective clients business ✔, including:

- Size of the business ✔
- Structure of the organisation ✔
- Product lines ✔
- Methods of distribution ✔
- Nature and size of their sales force ✔
- What they need from an incentive trip ✔
- Aim to tailor make a package for their needs ✔ (10)

2.4

2.4.1	True
2.4.2	False
2.4.3	False
2.4.4	True
2.4.5	True
2.4.6	False
2.4.7	True
2.4.8	True
2.4.9	False
2.4.10	True

(10 × 1) (10)
[40]

TOTAL SECTION A: 60

SECTION B

QUESTION 3

3.1 3.1.1 Counselling
3.1.2 Corporate publicity
3.1.3 Press relations
3.1.4 Lobbying
3.1.5 Product publicity

(5 × 2) (10)

3.2 All the communication efforts you make to create favourable relations between your company and the public.
OBJECTIVES: To create and maintain a favourable image toward public
To build good relations with customers, the general public and other companies. (5)

3.3 3.3.1
- Outgoing person
- Friendly
- Perfectionist

3.3.2
- Well groomed
- Must dress formally according to company rules
- May be male or female, any age

3.3.3
- Organisational skills
- Communication skills
- Multilingual

3.3.4
- A three year course at PRISA
- Previous experience an advantage
- Good general knowledge to be able to assist guests

(4 x 3) (12)

3.4 3.4.1 This step involves a decision regarding who you are directing your campaign at. Who are the people you want to respond to the publicity campaign:
When defining your target market:
- Be very specific
- Give a breakdown in terms of gender, age, occupation
- Identify their needs, lifestyle and shopping habits (4)

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3.4.2 This stage involves two activities:

- Developing the message and
- defining activities

When developing the message, you must decide what exactly it is you want to say or tell the target market about your product or service.

When defining activities, you must decide what exactly you are going to do to change the attitude of the target market, e.g.

- Hosting a tea party
- Adopting an animal from the zoo
- Donations (4)

[35]

QUESTION 4

4.1 4.1.1 The public relations officer in cooperation with management (2)

4.1.2 To get specific information published in a specific media for the public to take note of. (2)

4.1.3 The editor of the newspaper (2)

4.1.4 Air crash, elephant killing, fraud (6)

4.2 4.2.1 Dates are written as January 14, 2015

4.2.2 White paper is most suitable

4.2.3 Leave a margin of at least 40 mm at each side of the paper

4.2.4 Leave a space of 40 mm between the heading and the title. Its space is used by the editor to indicate how and where the story is to be used.

(4 × 2) (8)

4.3 4.3.1 A press conference takes the form of a question and answer session where journalists are given the opportunity to ask questions that are answered by a representative from the relevant company. (4)

4.3.2 A press facility visit is more informal and social. Members of the press are invited to spend time at the new hotel. They will write an article about your facility or it can create word of mouth advertising. Such members of the press might recommend the hotel to their friends and other business partners they might have. (4)

4.3.3 This is a social reception for members of the press, e.g. a cocktail party or breakfast. The idea is to introduce the hotel to them and also to build long term relations. (3)

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4.4 A press facility visit, because members of the press will be able to experience the hotel first hand. It builds positive relations with the press, because they will receive good service and an experience in exchange for an article in their publication. (4)

[35]

QUESTION 5

5.1 Sales promotions are essentially a short term plan. Immediate response is important. Sales promotions are used when you want a quick increase in cash flow or when you have excess stock that you have to get rid of. The latter are often seen in the end of season sales in clothing stores.

Advertising campaigns are run over a longer period of time and have long term objectives such as brand building or changing shopping patterns and attitudes. (6)

5.2 5.2.1
- Company staff
- Customers/consumers
- Retailers (3)

5.2.2 Company staff: The objectives are the same as an incentive programme, to encourage staff to by means of a promotion or special offer, work harder and increase sales.

Customers/consumers: To attract customers to the store to purchase what is on offer.

Retailers: To encourage retailers, through a promotion to stock your product. If it is worth it, the retailers will recommend your product instead of the competitor's product. (6)

5.2.3 Company staff: Any form of incentive will work trips, money, gifts, bonuses, etc.

Customers/Consumers: Purchase privilege plans, point of sale discounts, give-aways, vouchers, free samples.

Give-aways, competitions, free offers (6)

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5.3 STAGE 1: Determine the objectives:
Why you are having a sales promotion
STAGE 2: Identify target audience:
Who you want to target
STAGE 3: Evaluate alternative strategies:
What are you going to do to get clients
STAGE 4: Determine the budget:
How much money is available
STAGE 5: Develop the program:
What will happen, when and for how long
STAGE 6: Coordinate with associated communications:
Liase with other advertising activities and coordinate the campaign
STAGE 7: Test the program:
Pre-test the promotion with your focus group to check whether you are on the right track.
STAGE 8: Implement the program:
Announce in the relevant media and start running the program.
STAGE 9: Evaluate effects on the program
Determine whether it has been successful (14)
[35]

QUESTION 6

6.1
- Target market
- Nature and cost of the medium
- Nature of the product
- Lifespan of the medium
- Flexibility of the medium
- Budget
- Distribution (+ brief discussion of each) (15)

6.2 TELEVISION
- Information can be communicated through news bulletins, magazine programs, chat shows and documentaries.

RADIO
- Opportunities on radio include news bulletins, taped interviews and talk shows, phone-ins and serials (5)

6.3 6.3.1 Internet (2)

6.3.2 Cheap, alter at short notice, used by young people, etc. (5)

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6.3.3 ABOVE THE LINE ADVERTISING:
Traditional media are used and the advertising is aimed at the mass market and attempts to reach a large group of people.
Televisions, radio, newspaper, travel brochures. (4)

BELOW THE LINE ADVERTISING
Alternative media are used which are usually aimed at a smaller audience in a limited geographical area.
Billboards, pamphlets, street pole ads. (4)
[35]

TOTAL SECTION B: 140
GRAND TOTAL: 200

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