higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1460(E)(J24)H
JUNE EXAMINATION

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N6

(4021176)

24 June 2014 (X-Paper)
09:00–12:00

This question paper consists of 7 pages.

BUSINESS STUDIES

Copyright reserved

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
TRAVEL OFFICE PROCEDURES N6
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.

BUSINESS STUDIES

Copyright reserved

SECTION A

QUESTION 1

1.1 When selling business travel, there are several steps you have to follow.

Arrange the following steps so that they are in the correct sequence:

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

1.2 All business trips share important characteristics.

Briefly explain any FIVE of these characteristics. (5 × 2) (10)

1.3 Why are manufacturing companies important business prospects? (3)
[20]

QUESTION 2

You are the Senior Consultant at NKANDLA TRAVEL in the Eastern Cape. You are required to plan an incentive trip for CAPITEC BANK.

2.1 Capitec gave you a budget of R18 000,00 per winner. Draw the table below in your ANSWER BOOK to indicate how you would break down the amount allocated.

	BREAKDOWN ITEM	% TO BE ALLOCATED TO ITEM	CALCULATED AMOUNT FROM BUDGET GIVEN
2.1.1			
2.1.2			
2.1.3			
2.1.4			
2.1.5			

(15)

2.2 List the benefits for Capitec to be involved in an incentive program. (5)

2.3 Explain what happens during the preparation phase of selling incentive travel. (10)

BUSINESS STUDIES

Copyright reserved

2.4 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (2.4.1–2.4.10) in the ANSWER BOOK.

2.4.1 Incentive travel is usually linked to performance of workers.

2.4.2 Incentive travel is only beneficial to the employee.

2.4.3 There are five steps to follow when trying to sell incentive travel.

2.4.4 On average it takes about 12 months from the introduction of an incentive programme to the final date of departure.

2.4.5 Before any commitment is made, the client and consultant should agree on the agent's fee.

2.4.6 Follow up can only be done by means of a questionnaire.

2.4.7 An incentive trip should not include spending money.

2.4.8 The consultant should know the number of winners before being able to allocate the budget.

2.4.9 In the process of incentive travel, external publicity takes place 10 months before the date of departure.

2.4.10 Time should be allocated to allow for unforeseen delays in obtaining travel documentation.

(10×1) (10)
[40]

TOTAL SECTION A: 60

BUSINESS STUDIES

Copyright reserved

SECTION B

QUESTION 3

3.1 Identify which of the FIVE duties of a PRO is described in each of the following tasks:

3.1.1 Meeting with the manager regarding discontent amongst staff.

3.1.2 Meet Grant from Parrot Publishers to discuss new letterheads.

3.1.3 Lunch with editor of the Getaway magazine.

3.1.4 Presentation to local tourism bureau.

3.1.5 Meet Brad from Herdboys to discuss your new advertising campaign.

(5 × 2) (10)

3.2 Explain the term *public relations* and state TWO basic objectives of PR. (5)

3.3 Draft a job specification for a PRO for a large international hotel under the following subheadings:

3.3.1 Personal characteristics

3.3.2 Personal appearance

3.3.3 Skills

3.3.4 Knowledge and qualifications

(4x3) (12)

3.4 Give a short description of the following stages in a publicity campaign.

3.4.1 Determine the target audience

3.4.2 Determine strategies

(4 × 2) (8)
[35]

BUSINESS STUDIES

Copyright reserved

QUESTION 4

4.1 A press release is a piece of information specifically prepared by a company for placement in a newspaper.

4.1.1 Who prepares a press release? (2)

4.1.2 What is the objective of a press release? (2)

4.1.3 Who decides what press release gets published? (2)

4.1.4 Give THREE examples of situations in travel and tourism that will require a press release. (6)

4.2 Explain the following technical aspects that the writer of a press release should adhere to:

4.2.1 Date

4.2.2 Colour of the paper

4.2.3 Margins

4.2.4 Spacing

(4 × 2) (8)

4.3 Thandi Khumalo is the manager of a brand new hotel in Cape Town. She wants to involve the press to get exposure for her hotel. Give a short description of each of the following options she can choose from:

4.3.1 Press conference (4)

4.3.2 Press facility visit (4)

4.3.3 Press reception (3)

4.4 Which of the activities mentioned in QUESTION 4.3 is the most appropriate activity for Thandi? Motivate your answer. (4)

[35]

BUSINESS STUDIES

Copyright reserved

QUESTION 5

5.1 Explain the difference between *advertising* and a *sales promotion.* (6)

5.2 Sales promotions can be directed at three different target audiences.

5.2.1 Name the THREE target audiences. (3)

5.2.2 Compare the objectives for each audience. (6)

5.2.3 Compare the techniques used for each audience. (6)

5.3 Name and shortly explain each of the stages in a sales promotional campaign. (14)
[35]

QUESTION 6

6.1 Name and briefly discuss the factors to consider when selecting media for advertising. (15)

6.2 Discuss the advantages of radio and television as media for advertising. (5)

6.3 Read the brief scenario below and answer the questions.

> Steven Khumalo has recently opened a new backpackers lodge in Durban. He wants to attract young people between the ages of 18 and 25. He plans to offer specials from time to time and does not have a lot of money to spend on advertising.

6.3.1 What is the most appropriate medium to use for advertising in this case? (2)

6.3.2 Motivate your answer by explaining the advantages of this media type. (5)

6.3.3 Explain the difference between *above-the-line advertising* and give THREE tourist related examples of each type. (8)
[35]

TOTAL SECTION B: 140
GRAND TOTAL: 200

BUSINESS STUDIES

Copyright reserved