higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

TRAVEL OFFICE PROCEDURES N6

1 JUNE 2016

This marking guideline consists of 11 pages.

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SECTION A

QUESTION 1

1.1 Business travel contributes greatly to the travel agency account base✓ with many of Woolworth's staff having meetings√ at different branches across SA.✓ These staff members attend meetings, host seminars, conduct training, etc.✓ To have Woolworths SA as a corporate client means continuous business and building a personal relationship.√ (5)

1.2
- Meetings
- Conferences
- Workshops
- Training
- Appointments
- Disciplinary actions (Any 5 x 1) (5)

1.3 Any deviation to their timetable could result in a loss of time and/or money. A business traveller might only have a few days in a specific city to conclude business.✓ If the business traveller misses a flight, the entire timetable is influenced✓ and this could result in the business traveller being forced to cancel a meeting.✓ Travel agents need to keep this fact in mind and be available at short notice to make changes to the business traveller's itinerary. ✓ (4)

1.4
- Banks
- Law firms
- Manufacturing companies
- Insurance companies
- Brokerage firms
- Food retailers
- Motor companies
- Import and export companies
- Mining companies
- Universities and colleges (Or names of actual companies) (Any 5 x 1) (5)

1.5
- Dress neatly.
- Keep colour and patterns in mind when putting an outfit together.
- No underwear should be visible.
- Hair should be clean, neat and presentable.
- Nails should be short and clean.
- Make-up should be light and fresh and not draw attention.
- Do not wear any jewellery that would draw the attention away from what you are saying.
- Cover up any visible tattoos.
- Wear a tag with your name and the name of the travel agency.
- Make sure you smell nice but not overwhelmingly so.
- Make use of a mint to keep your breath smelling fresh.
- A nice pair of heels works well.
- Men should be clean shaven or beards should be neatly trimmed.

(Any 5 x 1) (5)

1.6
- Speaking respectfully to clients and colleagues
- Not chewing gum
- Attending to walk-in clients immediately even if you are in the middle of something else
- Keeping your voice modulated at an acceptable level especially in an open plan office
- Not getting involved in office politics or gossip (5 x 1) (5)

1.7 General information on the company, including information on the company's specific travel patterns will help in putting a presentation together that focuses specifically on the company's business travel needs. (1)

[30]

QUESTION 2

2.1 2.1.1 Correct (1)

2.1.2 Incorrect✓ R45 000,00✓✓ (3)

2.1.3 Incorrect✓ R37 500,00✓✓ (3)

2.1.4 Incorrect✓ R11 250,00✓✓ (3)

2.2
- Promotion✓ – 10%✓
- Transport✓ – 40%✓
- Accommodation✓ – 30%✓
- Meals✓ – 15%✓
- Other✓ – 5%✓ (5 x 2) (10)

2.3

- Transport – Book all transport needs such as air, rail, water and coach travel.
- Hotels – Book all accommodation needs. The budget will determine the star grading chosen.
- Documents – Involves securing passports, visas, health ertificates/vaccinations, permits and travel insurance. Passports and visas can only be finalised once the winners are announced.
- Meals – Book all food and beverage needs. This will include the meals included in the package. Dietary requirements, special requests and parties must be taken into consideration.
- Transfers – Book all transfer needs. This will include transfers to and from the airport/s and any transfers needed during the holiday.
- Communication – All communication regarding the holiday is sent by the travel agency to the winner.
- Unforeseen delays – Time should be allocated for unforeseen delays in communicating information to participants, securing travel documentation and/or finalising the itinerary.
- Special services – Includes items like name badges, interesting tips on the country visited, branded bags or jackets, to make the holiday special.
- Extras – Book all entertainment needs. This will include day trips, spa treatments, shopping, et cetera. The extras are usually what makes the holiday memorable. (Any 5 x 2) (10)

[30]

TOTAL SECTION A: 60

SECTION B

QUESTION 3

3.1 PRESS RELATIONS✓
This is one of the main functions of a PRO where it involves communication with the media. This can happen through contacting news media, magazines and trade publications with the intention of getting them to publish or broadcast favourable news and features about the organisation. It is to generate press, broadcasting and social media coverage when you want it.✓✓

PRODUCT PUBLICITY✓
This is making sure that the products or services offered by the company are widely known by the right people in the right circles. It is to let potential customers become aware of the company's products or services or to let existing customers become aware of changes to existing products or services.✓✓

CORPORATE PUBLICITY✓
Corporate publicity refers to the image that the company wants to portray to the outside world and this image can be communicated through its corporate dress code, logo on stationery and packaging, dealings with the public and overall image portrayed. This can be directed and controlled by the PRO.✓✓

LOBBYING✓
This is the act of attempting to influence others to take a public stand for or against a specific cause. The PRO can advise management on a worthy cause to partake in or to support. It can also be defeating a governmental proposal, such as the protests against toll roads in Gauteng.✓✓

COUNSELLING✓
The PRO acts as a general adviser to management about public issues, external and internal areas of concern to the company and factors which can have an impact on the company's image and profitability. Therefore the PRO has to continually scan and monitor the internal and external business environment and be aware of market trends.✓✓

(5 x 3) (15)

3.2 3.2.1 Communication and good relations within the company itself

3.2.2 Role players outside the company

(2 x 1) (2)

3.3
- The PRO has to maintain and handle the image and reputation of the company he/she works for.✓
- He/she has to manage the spread of information between an organisation and its publics.✓
- He/she has to persuade the public to maintain a certain point of view about the organisation.✓
- He/She has to liaise with the outside and with internal staff as well because the employees are the organisation's most important group and the organisation is dependent on their employees for producing services and products.✓ (4)

3.4
3.4.1 Knowledge required

3.4.2 Personal appearance

3.4.3 Personal characteristic

3.4.4 Qualifications

3.4.5 Personal appearance

3.4.6 Personal characteristic

3.4.7 Specific skills required

3.4.8 Knowledge required

3.4.9 Specific skills required

3.4.10 Personal characteristic

(10 x 1) (10)

3.5
- Defining the situation, problem or opportunity
- Setting objectives
- Identifying the target audience
- Formulating the plan of action
- Determining the budget
- Evaluation and feedback (6)

3.6
- The cost of the planned activities for the specific programme and the cost involved in executing these activities✓
- Including a certain percentage in your budget for contingencies✓ as there are always hidden costs and unforeseen costs in any publicity campaign✓ (3)

[40]

QUESTION 4

4.1 The PRO of a company is responsible for building positive relations with the external publics,✓ e.g. customers, other companies, general public and especially members from the media such as radio, newspapers, magazines and television.

The press facility visit is one such occasion where good relations are built with the media.✓ During a press facility visit members from the media are invited to spend a bit of time at your business. This is also referred to as a social visit by the media.✓ (3)

4.2 4.2.1 Offering discounts or extra free kms on their next rental.

4.2.2 Offering special packages, discounts on domestic flights or even a gift pack with exciting travel goodies.

4.2.3 Having a special viewing before the opening, giving media time for questions and a look at what is on offer. Lunch or dinner can be included.

4.2.4 Offering a tour of the attraction or facility and a lunch or dinner.

(4 x 1) (4)

4.3

NATURE OF THE STORY√	What is the big news that has to be announced? Remember the media will only attend the press conference if it is event-worthy.✓
TIMING√	Has enough publicity been generated to merit a press conference? If the story has already been leaked out, there is no reason to hold a press conference.✓
LOCATION√	It should be easy for journalists to attend the press conference. There should also be adequate parking and seating facilities.✓
SPEAKERS√	Use speakers the media will trust. Do not have too many speakers at a press conference. All speakers should be properly briefed on what the message is to be released.✓
INVITE TO THE MEDIA√	Invitations are sent to all representatives of the media, especially to journalists that the company has good relations with.✓
COMPILE A PRESS KIT√	Make sure your press kit contains all the relevant information and material for the journalist to use later on. Hand out the press kit to journalists upon arrival.✓
VISUAL AIDS√	Television coverage and photographs in a newspaper about your press conference will require visual aids such as banners, posters, a podium, staff in uniforms behind the speakers, etc. The media likes to take photographs as it adds to the drama of the story.✓

THE ACTUAL EVENT√	Arrive early, look prepared. Start the press conference on time. Introduce yourself, the speakers and then deliver the statement. Keep it short and brief, stay on the topic.✓
FOLLOW-UP√	View the various news outlets to see if your press conference is mentioned. Also view some footage to see if mistakes were made. Update media files and contact lists of journalists. Thank all who were involved.✓

(9 x 2) (18)

4.4
- Historical fact sheet
- Event programme
- Information on the speakers
- Feature articles
- Broadcast information
- Reviews
- Visual material
- Information on upcoming events
- Corporate gifts

(Any 5 x 1) (5)
[30]

QUESTION 5

5.1 Public relations and advertising are two different disciplines.✓ PR is the practice of managing the spread of information between an organisation and the public.✓ It establishes mutual understanding and good relationships amongst all the stakeholders of the organisation on a long-term basis.

On the other hand, advertising focuses specifically on communication with the organisation's target audience,✓ namely its potential consumers. The advertisement wants to inform, remind and persuade them to buy the services or products of the company and is based on the short term.✓ (4)

5.2 5.2.1 Above the line

5.2.2 Below the line

5.2.3 Target market

5.2.4 Budget

5.2.5 Lifespan of media

(5 x 1) (5)

5.3 5.3.1
- Attention✓ – uses a strong picture that catches the reader's eyes.✓
- Interest✓ – uses an option of click here or call which makes the reader curious about what he might read when clicking.✓
- Desire✓ – convinces customers that they want and desire the product or service and that it will satisfy their needs.✓
- Act✓– gives the client a telephone number to make bookings.✓

(4 x 2) (8)

5.3.2
- To inform
- To persuade
- To remind (3)

5.4
5.4.1 True
5.4.2 False
5.4.3 True
5.4.4 True
5.4.5 True

(5 x 1) (5)

5.5 Television (1)

5.6 ADVANTAGES
- Combines sight, sound and motion
- Is appealing to the senses
- High attention
- High reach
- Can involve the whole family (Any 2 x 1) (2)

DISADVANTAGES
- Very expensive
- No back reference
- Less audience selectivity
- Lengthy preparation and production time
- Irritating repetition (Any 2 x 1) (2)

[30]

QUESTION 6

6.1
- It supplements advertising and other elements of marketing communication.
- It serves as an incentive for three different groups.
- It comprises a variety of activities and incentives.
- It is result-orientated and stimulates immediate reaction.
- There is always some kind of bargain involved where the consumer benefits from lower prices, free give-aways or special deals.
- It has a very short life span and is only available for a limited period of time. (6 x 1) (6)

6.2
- To increase short-term sales
- To help build long-term market share
- To sell excess capacity of products or services
- To reward regular customers
- To entice customers to try new products
- To defeat competitor's promotions (6 x 1) (6)

6.3 6.3.1 Aimed at the trade

6.3.2 Aimed at the public

6.3.3 Aimed at the public

(3 x 1) (3)

6.4 It is a working seminar for the trade to get together and discuss business. Buyers and sellers come together to negotiate business. (2)

6.5

COLUMN A – JOB DESCRIPTIONS		COLUMN B – JOB SPECIFICATIONS
6.5.1	Stock	
6.5.2		Emotional characteristics
6.5.3		Judgement
6.5.4		Attitude
6.5.5	Equipment	
6.5.6	Specific duties	
6.5.7		Experience
6.5.8	Workplace	
6.5.9		Communication skills
6.5.10	Supervision	

(10 x 1) (10)

6.6 6.6.1

- Ensuring that the image and reputation of the company is maintained and enhanced through high quality communications.✓
- Building and maintaining a strong internal culture and a positive corporate and community image. ✓
- Developing and maintaining good relationships with all stakeholders✓ (3)

6.6.2

- To meet and greet guests on the VIP list, as given through by the front office.
- To manage and supervise the services offered by the PRO desk.
- To welcome hotel guests and assist in their needs and requirements.
- To initiate, design and arrange activity programmes for peak periods as discussed with departmental heads.
- To remain in public areas of the hotel as much as possible to maintain guest contact.
- To liaise with industry and to offer give-aways for special occasions.
- To supervise the information desk personnel, to co-ordinate and implement a training schedule and to provide timetables of working schedules for the personnel.
- To effectively carry out site visits and tours of the hotel complex by being fully knowledgeable of all facilities and attractions of the complex.
- To be responsible for all information literature and brochures as well as recreational information brochures. (9)

6.6.3 General Manager (1)

[40]

TOTAL SECTION B: 140
GRAND TOTAL: 200

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