higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1580**(E)**(J5)H

# NATIONAL CERTIFICATE

# TRAVEL OFFICE PROCEDURES N6

(4021176)

**5 June 2018 (X-Paper)**
**09:00–12:00**

**This question paper consists of 10 pages.**

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# DEPARTMENT OF HIGHER EDUCATION AND TRAINING
# REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
TRAVEL OFFICE PROCEDURES N6
TIME: 3 HOURS
MARKS: 200

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**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.

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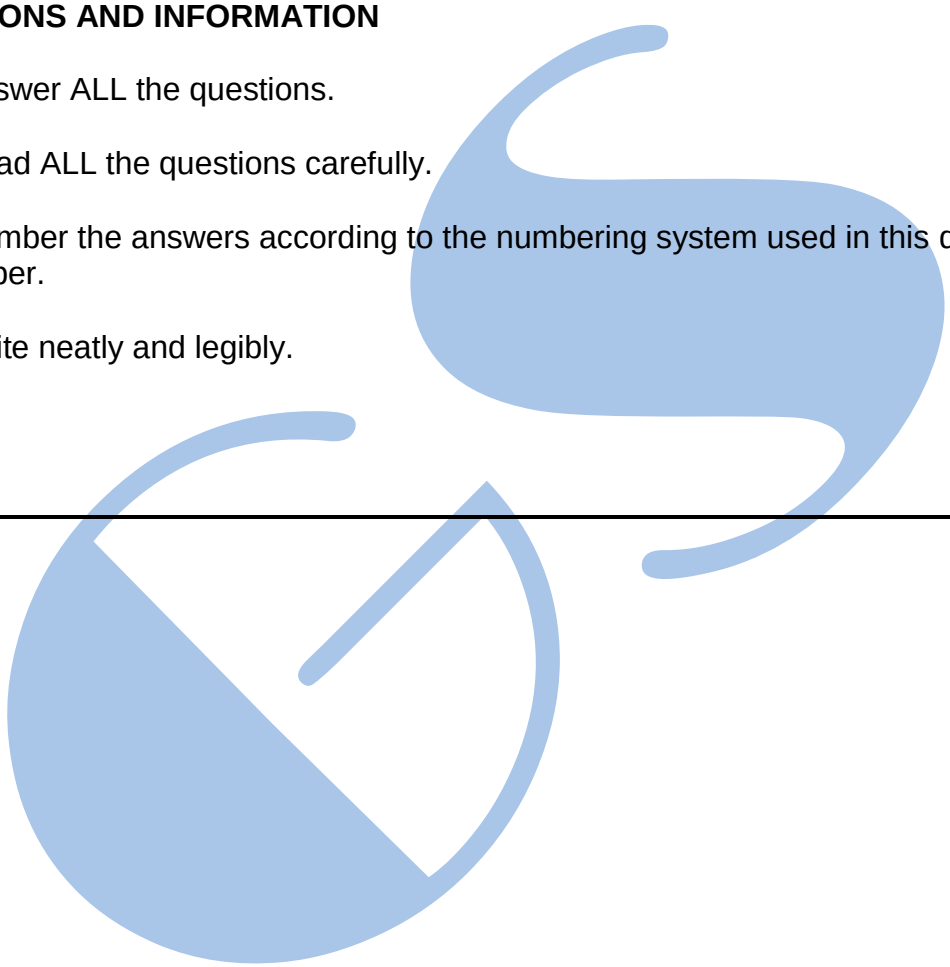

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## SECTION A

## QUESTION 1

1.1 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.1.1–1.1.5) in the ANSWER BOOK.

1.1.1 Business travel operates on a set timetable.

1.1.2 Business travel costs the same as leisure travel.

1.1.3 SPAR SA would be a suitable company for business travel.

1.1.4 When doing a presentation to a prospective company it is acceptable to be an hour late.

1.1.5 When booking business travel the opportunity for leisure travel is guaranteed.

(5 × 1) (5)

1.2 Give a colleague who has to do a presentation FIVE tips regarding each of the following:

1.2.1 Professional image

1.2.2 Presentation

(2 × 5) (10)

1.3 What general company information should be collected when preparing to sell business travel? (5)

**[20]**

## QUESTION 2

2.1 Differentiate between *business travel* and *incentive travel*. (4)

2.2 Rearrange the following information in the correct sequence to illustrate Maslow's hierarchy of needs. Write down the need first and then arrange each incentive travel need below next to the relevant need in Maslow's hierarchy.

- The employee is part of a group in the competition.
- When the employees win the competition it leads to prestige and the employee is recognised as a winner.
- The employees earn enough money to invest in an alarm system or to contribute to a pension fund.
- The employee earns enough money to start his/her own company.
- The employees work harder to win the trip, thus they have more money to buy food and clothes and to focus on basic needs. (5 × 2) (10)

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2.3 What benefits does incentive travel have for the employee? (6)

2.4 Identify FIVE possible prospective clients who can be a target market for incentive travel. (5)

2.5 What FOUR elements would you include in an incentive trip designed for a client? (4)

2.6 Why would the number of winners impact on the final cost of an incentive trip? (2)

2.7 Briefly state the criteria by which the travel consultant should evaluate the success of a programme. (4)

2.8 Formulate FIVE questions to ask the client when evaluating the success of a programme. (5)
**[40]**

**TOTAL SECTION A: 60**

## SECTION B

## QUESTION 3

3.1 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (3.1.1–3.1.5) in the ANSWER BOOK.

3.1.1 Which ONE forms part of the external public?

A Travel agent
B Staff
C Government
D Manager

3.1.2 ONE of the following is included in personal appearance:

A Integrity
B Photographic skills
C Professionalism
D Professional appearance

3.1.3 Advertising media does not include …

A whatsapp.
B newspapers.
C radio.
D television.

3.1.4 … is NOT an objective of advertising.

A To inform
B To persuade
C To sell
D To remind

3.1.5 Above-the-line advertising includes …

A billboards.
B television.
C pamphlets.
D lamppost advertisements.

(5 × 1) (5)

3.2 Below are examples of FIVE distinct activities in the role of a PR practitioner.

Identify each activity to which the example refer:

3.2.1 Discussions around poor staff performance

3.2.2 A fun run of which the proceeds go to the local wildlife fund

3.2.3 A site visit by the newly elected minister of tourism to a newly built lodge in Hoedspruit.

3.2.4 Inviting the Sunday Star newspaper to cover the site visit by the minister of tourism.

3.2.5 The new logo being released to the Sunday Star newspaper

(5 × 2) (10)

3.3 What is a *publicity campaign*? (1)

3.4 You are the PRO of the Kruger National Park where recent droughts caused a decrease in the number of people who visit the park. One of the SIX steps in the PR process is to formulate a plan of action to counteract the decrease.

3.4.1 Name the other FIVE steps in the PR process. (5)

3.4.2 Describe your plan of action to increase the number of visitors to the park, including the communication channels you will use.
(Plan of action = 5; communication channel = 2) (5 + 2) (7)

3.4.3 What points should you keep in mind when drawing up the publicity campaign for the Kruger National Park? (2)

**[30]**

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## QUESTION 4

4.1 The Kruger National Park needs positive publicity to boost its business, especially during the drought.

What other advantages could positive publicity have for the Kruger National Park? (4)

4.2 SABC TV News approached you for an interview on the drought in the Kruger National Park.

Name FIVE factors to keep in mind during the interview. (5)

4.3 Will the drought in the Kruger National Park and subsequent dry dams and animals that do not have enough to eat and drink, be newsworthy? (1)

4.4 The SABC TV News interview created more awareness about how bad the situation in the Kruger National Park is. As the PRO you decide to call a press conference.

4.4.1 What steps should you follow to organise the press conference? (9)

4.4.2 Some journalists are using the press conference to project a negative image of the Kruger National Park.

How will you turn the situation around to benefit the Kruger National Park? (2)

4.4.3 How will a press kit assist in the above press conference? (2)

4.4.4 Name SEVEN types of information that should be contained in a press kit. (7)

**[30]**

## QUESTION 5

5.1 Advertising strives towards three objectives.

Study the advertisements below and state which objective is targeted.

5.1.1




5.1.2




5.1.3



5.1.4




5.1.5




(5 × 2) (10)

5.2 Give TWO examples of each of the following:

5.2.1 Above-the-line advertising

5.2.2 Below-the-line advertising

(2 × 2) (4)

5.3 Who would be your target market when advertising the Kruger National Park? (3)

5.4 Would you advertise the Kruger National Park in the following types of media? Give a reason for each answer.

5.4.1 Local newspaper

5.4.2 Billboard at OR Tambo International Airport

5.4.3 Cellphone advertising

5.4.4 Television

5.4.5 Cinema

(5 × 2) (10)

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5.5 Give ONE advantage and ONE disadvantage for each type of advertising named in QUESTIONS 5.4.1–5.4.5. (10)

5.6 Which advertising media would be the best for the Kruger National Park?

Give a reason for your answer. (3)
**[40]**

## QUESTION 6

6.1 What is the difference between a *job description* and a *job specification*? (4)

6.2 Name FIVE specific duties a PRO of a hotel would be required to do. (5)

6.3 State whether the following statements regarding a promotional campaign is TRUE or FALSE. Write only 'True' or 'False' next to the question number (6.3.1–6.3.5) in the ANSWER BOOK.

6.3.1 It is important to determine whether the promotion was successful or not.

6.3.2 The promotion should be pretested.

6.3.3 It is not important to determine your objectives.

6.3.4 It is important to run a sales promotion together with an advertising campaign.

6.3.5 To implement the programme is the last stage in a promotional campaign.

(5 × 1) (5)

6.4 The Kruger National Park would like to run a sales promotion to increase visits to the park.

6.4.1 Name SIX characteristics of a sales promotion. (6)

6.4.2 Which sales promotion category would be the most suitable target market for a sales promotion of the Kruger National Park? (1)

6.4.3 Name SIX tools you could use for the campaign aimed at increasing the visitors to the park. (6)

6.4.4 How will the Kruger National Park determine whether the sales promotion was successful or not? (2)

6.5 Give FIVE reasons why the Kruger National Park should exhibit at a trade show. (5)

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6.6 At which trade show would it be most suitable for the Kruger National Park to exhibit? (1)

6.7 Would it be better for the Kruger National Park to take part in an exhibition or in a travel workshop? Give a reason for your answer. (3)

6.8 Name TWO international travel workshops which are held yearly. (2)
**[40]**

**TOTAL SECTION B: 140**
**GRANDTOTAL: 200**



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