higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N6

(4021176)

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09:00–12:00

This question paper consists of 7 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

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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SECTION A

QUESTION 1

As the PRO of Travel Unlimited, you decide to approach ABSA Bank as a possible business travel client.

1.1 Will ABSA Bank be the right type of company to approach for business travel? Answer YES or NO and state a reason for your answer. (2 + 2) (4)

1.2 What reasons could ABSA have to use business travel? (5)

1.3 Business travel can be quite a substantial source of revenue for Travel Unlimited.

Discuss this statement by referring to the seven steps of business travel.

(7 × 3) (21)

[30]

QUESTION 2

2.1 Define *incentive travel.* (3)

2.2 You work for Travel Unlimited. You want to approach DULUX Paint to participate in your incentive programme.

Give FOUR reasons why this type of partnership would benefit DULUX Paint. (4)

2.3 Name THREE different types of companies to which an incentive programme could be easily introduced, and THREE different types of companies to which it would be more difficult to introduce an incentive programme. (3 + 3) (6)

2.4 When meeting a prospective client, one will communicate the benefits of the programme to him/her. Name FIVE such benefits. (5 × 2) (10)

2.5 For each of the items mentioned in the checklist below, indicate what the travel agent should take care of regarding incentive travel.

2.5.1 Transport

2.5.2 Hotels

2.5.3 Meals

2.5.4 Transfers

2.5.5 Unforeseen delays

2.5.6 Special services

2.5.7 Extras

(7 × 1) (7)

[30]

TOTAL SECTION A: 60

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SECTION B

QUESTION 3

You are the Public Relations Officer at Travel Unlimited. You are in the process of training a new PRO for the company.

3.1 Indicate how you would explain the following to him/her and in each case provide an example to support your answer.

3.1.1 Internal publics (1 + 1) (2)

3.1.2 External publics (1 + 1) (2)

3.2 Explain what the position of PRO entails in general. (6)

3.3 Give THREE examples of just social causes that Travel Unlimited can lobby for. (3)

3.4 List TWO characteristics or skills required for each of the following items that form part of a PRO job description.

3.4.1 Personal characteristics

3.4.2 Personal appearance

3.4.3 Specific skills required

3.4.4 Knowledge required

3.4.5 Qualifications

(5 × 2) (10)

3.5 When launching a publicity campaign one can describe the target market in terms of demographics or personal characteristics.

Re-draw the following table in your ANSWER BOOK and give FOUR types under each heading.

DEMOGRAPHICS	PERSONAL CHARACTERISTICS

(8)

3.6 Why would evaluation and feedback be important to a PRO? (5)

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3.7 As you were training the new PRO, you realised that Travel Unlimited's sales have decreased due to limited services offered and a shortage of international consultants.

3.7.1 Which objectives could you set to increase product awareness?

3.7.2 Which communication channels would you use to attract more clients for the wine tours that your company arranges? (2 × 2) (4)

[40]

QUESTION 4

4.1 Explain which strategies may be used to attract media coverage to promote the following events.

4.1.1 The introduction of Disney World South Africa.

4.1.2 The opening of I-AFRICA information centres throughout South Africa.

(2 × 2) (4)

4.2 What is a press facility visit? (2)

4.3 Name FOUR things that can be included in a press facility visit to the new Tsogo Sun – Sandton Hotel. (4)

4.4 What are the responsibilities of the PRO when answering enquiries from the press? (4)

4.5 What is the difference between a *press release* and a *press conference*? (4)

4.6 As PRO of the new Tsogo Sun – Sandton Hotel you are must write a press release about the opening of the new hotel. Prepare the press release by using the information below:

HOTEL NAME: TSOGO SUN – SANDTON HOTEL
ADDRESS: 104 Rivonia Road, Sandton
TELEPHONE NUMBER: 011 412 3194
WEBSITE: www.tsogosunsandton.com
TWITTER: #tsogosunsandton
INSTAGRAM: tsogosunsandton

The services at the hotel are specifically aimed at business travellers, offering 120 deluxe rooms in this 5-star establishment. The new hotel will open at the end of this month. (12)

[30]

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QUESTION 5

5.1 Refer to the information on Travel Unlimited in QUESTION 3.7.

How can advertising new products or services assist Travel Unlimited to turn the decrease in sales around? (3 × 2) (6)

5.2 Name FIVE types of media that Travel Unlimited can use to promote their new products or services. (5)

5.3 Complete the following sentences by using the words provided in the list below. Write only the word(s) next to the question number (5.3.1–5.3.5) in the ANSWER BOOK.

budget; lifespan; target market; flexibility of media; frequency

5.3.1 … is the prospective clients you want to reach with your advertisement.

5.3.2 … refers to how often your advertisement is seen by the target market.

5.3.3 … refers to the number of times the consumer uses the medium.

5.3.4 New products or services need a long advertising … to build awareness.

5.3.5 The ability to make quick changes to advertising media is called … (5 × 2) (10)

5.4 Suggest the most suitable advertising media that one may use in the following scenarios and give ONE advantage and ONE disadvantage of the media chosen.

5.4.1 Travel Unlimited introducing a new visa service to current clients. (1 + 2)

5.4.2 Maggie's Guesthouse offering a free dinner with all reservations. (1 + 2)

5.4.3 Mango Airlines offering a once off 24-hour special on flights between Johannesburg and Cape Town. (1 + 2)

5.4.4 The Kruger National Park introducing night game drives that include stargazing with the famous astronomer, Professor Botha. (1 + 2)

5.4.5 Ushaka Marine World running a buy-one-get-one-free offer for one day only during the next week. (5 × 3) (15)

5.5 Describe what *above the line* and *below the line* advertising is. (2 + 2) (4)

[40]

QUESTION 6

6.1 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (6.1.1–6.1.5) in the ANSWER BOOK.

6.1.1 Sales promotions are aimed at persuading clients to purchase a product.

6.1.2 Sales promotions have a longer lifespan than advertisements.

6.1.3 The Getaway Show is an exhibition aimed at the tourism trade.

6.1.4 A sales promotion is results orientated.

6.1.5 The testing of the programme is one of the stages in the development of a promotional campaign.

(5 × 1) (5)

6.2 List FIVE headings that should appear on the job description of a PRO at a hotel. (5)

6.3 List FIVE job specifications applicable to the PRO at a hotel. (5)

6.4 Briefly explain what takes place at a travel workshop. (5)

6.5 Name any FIVE stages of a promotional campaign and give a short description of each of the stages mentioned. (5 + 5) (10)

[30]

TOTAL SECTION B: 140
GRAND TOTAL: 200

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