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REPUBLIC OF SOUTH AFRICA

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NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N6

(4021176)

11 November 2013 (X-Paper)
09:00–12:00

This question paper consists of 8 pages.

BUSINESS STUDIES

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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. Calculators may be used for calculations.
5. Start EACH question on a NEW page.
6. Write neatly and legibly.

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SECTION A

You are the senior travel agent responsible for all the business and incentive travel at Travel 'n Tours in Kimberley. Answer the follow questions regarding business and/or incentive travel.

QUESTION 1

1.1 You have approached GM Motors in town as a possible client for incentive travel.

1.1.1 Briefly explain the procedure you should follow when selling incentive travel to GM Motors. (3 × 2) (6)

1.1.2 GM Motors seem interested in making use of your travel agency to organise their incentive travel for their management team. What aspects must you and the client agree upon before any commitments can be made? (6)

1.2 Calculate the budget for the incentive travel if the current sales are R6 000 000, and the company profit is 15%. There will be 3 winners for this competition. (8)

1.3 List all the arrangements that your travel agency will be responsible for. (10)
[30]

QUESTION 2

2.1 De Beers is one of your company's major business clients.

2.1.1 Why can arrangements of business travel for a company such as De Beers be important to you're your travel agency? (6)

2.1.2 What general information do you need to gather about De Beers before you can approach them to offer your travel agency's services to them? (4)

2.1.3 Name FIVE benefits that De Beers can get by making use of your travel agency. (5)

2.1.4 After you have presented all your products and services to De Beers, the management of the company might have some questions and objections. Provide FIVE guidelines of what you must keep in mind in order to effectively answer the questions and objections. (5)

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2.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (2.2.1–2.2.10) in the ANSWER BOOK.

2.2.1 One of the benefits of incentive travel to the employer is motivated employees.

2.2.2 The location of the hotel is not important to the business traveller, as long as it has a swimming pool.

2.2.3 Seminars are seen as an example of incentive travel.

2.2.4 Love and friendship can be seen as a physiological need according to Maslow's Hierarchy of Needs.

2.2.5 Manufacturing companies are good clients for business travel, as they have branches in other countries.

2.2.6 One of the benefits of incentive travel for the employees of a company is that it reduces absenteeism.

2.2.7 Business trips are usually shorter than leisure trips.

2.2.8 It is important that the travel agency evaluates the success of the incentive programme after the winner has returned from his/her trip.

2.2.9 Sometimes business people will let their families join them at the end of their business trip. The families will then continue on a leisure trip.

2.2.10 The location of the winners of an incentive trip has no effect on the cost of the incentive programme.

(10 × 1) (10)
[30]

TOTAL SECTION A: [60]

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SECTION B

QUESTION 3

You are appointed as the new public relations manager of the Fire and Ice Hotel in Cape Town. This hotel is a four star establishment in the centre of Cape Town.

3.1 Your first task as the new PR manager is to organise a press facility visit.

3.1.1 Explain what a press facility visit is. (3)

3.1.2 Discuss the purpose of a press facility visit. (5)

3.1.3 Write only the correct words from the options provided in brackets in your answer book:

A press facility visit is a (formal/informal) way of communicating information of a (social/business) nature to the press. (2)

3.2 A major fire has destroyed the entire left wing of the hotel. Two people were treated for smoke inhalation, but there were no other casualties. You call a press conference two days after the fire has been extinguished.

3.2.1 What will be the main purpose of the press conference? (3)

3.2.2 Who usually attends a press conference? (3)

3.2.3 Who from the hotel may answer the questions from the attendees at the press conference? (1 × 2) (2)

3.2.4 Give another example (except in case of the fire) of when it will be suitable for the hotel to call a press conference. (1 × 2) (2)

3.3 The writing of press releases is part of the PR manager's job description. Answer the following questions regarding the press release.

3.3.1 Is it possible for newspapers to publish all the press releases that they receive on a daily basis. Yes or No?

3.3.2 What needs to be typed when the story is finished?

3.3.3 Do you think it is wise to use too many technical phrases or fancy words when writing a press release?

3.3.4 Which colour paper is the best suited to print a press release on?

3.3.5 A press release needs to be brief and factual. Yes or No? (5 × 2) (10)

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3.4 Name and briefly discuss the FIVE activities associated with the role of the public relations officer at the Fire and Ice Hotel and give ONE example to support your answer. (5 × 3) (15)

3.5 State FIVE examples of the external public that the Public Relations Officer interacts with. (5)

[50]

QUESTION 4

4.1 You own the back packers accommodation in your home town. You would like to increase the number of visitors by advertising your establishment. Answer the following questions with this scenario in mind:

4.1.1 What factors do you need to keep in mind when deciding on the correct medium for your advertisement? (7)

4.1.2 You decide to place an advertisement in the "Getaway" magazine. Give FIVE strengths of this chosen medium. (5)

4.1.3 Why do you think it is not a good idea to advertise on the local radio station? Give FIVE reasons. (5)

4.1.4 Provide THREE examples of outdoor advertising. (3)

4.2 Explain the difference between *sales promotions* and *advertising campaigns*. (3 + 3) (6)

4.3 You decide to make use of sales promotions at your backpackers accommodation. Provide TWO examples of promotional techniques that can be used for the following target markets

4.3.1 Customers

4.3.2 Company staff

4.3.3 Retailers (3 × 2) (6)

4.4 Name THREE international travel workshops that are held annually. Indicate the host country and the month in which it is hosted. (3 × 3) (9)

4.5 Briefly discuss the THREE types of exhibitions which are used most often in the travel and tourism industry. (3 × 3) (9)

[50]

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QUESTION 5

5.1 There are SIX stages in a publicity campaign. Match the stages in Column A with TWO of the stage descriptions in Column B. Write only the correct answers from Column B (A–L) next to the question number (5.1.1–5.1.6) in Column A.

COLUMN A		COLUMN B	
5.1.1	Setting objectives	A	develop the message
5.1.2	Determine strategy	B	this activity is measured against your objectives
5.1.3	Define the situation	C	do breakdown according to gender, age and income
5.1.4	Feedback and evaluation	D	it must be measureable.
5.1.5	Determine target audience	E	define activities
5.1.6	Determine budget	F	all costs need to be included in this activity
		G	look at who your campaign is directed at
		H	determine public's attitudes and perceptions about your company
		I	involve doing research
		J	a time frame needs to be attached to the activities
		K	determine if campaign was successful or not
		L	this can include aspects such as printing of invitations

(6 × 2) (12)

5.2 Provide FIVE personal characteristics that a public relations officer should display. (5)

5.3 Public relations officers need to be well groomed at all times. Provide FIVE examples of what is meant by being well groomed. (5)

5.4 Every public relations officer has a job description that he/she needs to adhere to. Name FOUR specific objectives that might appear in the job description of a PRO. (4 × 2) (8)

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5.5 A public relations officer is expected to do interviews on the radio. Answer the following questions.

5.5.1 Name the factors that need to be kept in mind before the radio interview can take place. (5)

5.5.2 Name the factors to keep in mind while the radio interview takes place. (5)

[40]

TOTAL SECTION B: 140
GRAND TOTAL: 200

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