higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

TRAVEL OFFICE PROCEDURES N6

NOVEMBER 2014

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

1.1 1.1.1 Shorter
1.1.2 More frequently than
1.1.3 Not flexible
1.1.4 Location
1.1.5 Different (5)

1.2 1.2.1
- The nature of their business.
- The nature and size of their sales force.
- What services they provide
- The location of their head office and campuses (4)

1.2.2
- The frequency of travel
- The number of travellers
- The average length of stay per trip
- Preferences regarding airlines and accommodation
- Car rental requirements
- Transfers to and from the airport and/or other venues (6)

[15]

QUESTION 2

2.1 2.1.1 E
2.1.2 F
2.1.3 I
2.1.4 H
2.1.5 B
2.1.6 J
2.1.7 A
2.1.8 C
2.1.9 D
2.1.10 G

(10 x 2) (20)

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2.2 PROSPECTING:

- Approach existing business clients
- Utilise sources such as telephone directories
- Make an appointment
- Explain benefits of incentive program

PREPARATION:

- Obtaining information about the prospective clients
- Size of the business
- Structure of the organisation
- Product lines
- Methods of distribution
- Nature and size of their sales force
- What they need from an incentive trip

MEETING THE CLIENT:
Formal presentation, emphasise benefits, including

- Increase sales and productivity
- Solution to cashflow problems
- Increases open communication
- Can be tax deductabe
- Generates publicity (15)

2.3 2.3.1 If staff members miss work, they are losing sales, earning less commission and reducing their chances of generating new business. If there's an incentive program running, staff will think twice before they stay at home for smaller illnesses. (3)

2.3.2 Every employee puts in an extra effort to ensure that he/she makes the most sales, earns the most commission and wins the trip. (3)

2.3.3 The public views incentive schemes as a positive contribution that a company makes to thank and reward loyal staff for hard work and performance excellence. It is a form of low cost advertising. (4)
[45]

TOTAL SECTION A: 60

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SECTION B

QUESTION 3

3. 3.1.1 The PRO may entertain guests with the aim of promoting the hotel or improve hotel/guest relations.

3.1.2 Must liaise and assist management with VIP arrivals and other VIP functions.

3.1.3 The PRO is responsible for all messages and information on foyer notice boards, ensuring neatness, correct spelling and accuracy.

3.1.4 The General Manager

3.1.5 Tours of the hotel (5 x 2) (10)

3.2 PRESS RELATIONS:
Press relations include providing them with information as well as building positive relations. Information is provided through

- Writing press releases
- Writing articles
- Writing letters
- Conducting interviews
- Organising and attending press conferences

Building and maintaining favourable relationships with the press is achieved through:

- Attending functions
- Inviting them for dinner
- Playing golf
- Having drinks

If members of the press know you and have a good relationship with you, they will be more willing to publish positive information about your company

PRODUCT PUBLICITY
The PRO works hand in hand with the marketing manager and gives advice with regard to the appropriate ways and means of letting the customer know about new products or changes to existing products.

This can be done through advertising, promotions and competitions.

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CORPORATE PUBLICITY
This activity entails creating and maintaining an image for the company that is positive and reflects the aims and goals of the company.

The image depends on many things, including:
- Service
- Staff uniforms
- Stationery
- Meals
- Room service

The PRO should ensure that all these factors contribute to build a positive image of the company and that those customers develop a favourable attitude towards its products or services.

LOBBYING
This means that a company:
- Takes a public stand for or against some or other cause;
- Decides to support a worthy cause;
- Decides to take a stand against a bad cause.

It is the job of the PRO to advise management on which causes to support as well as the nature of this support, for example a sponsorship.

COUNCELLING
The PRO also acts as a general advisor to management, especially with regard to issues that affect the public image of the company. The PRO is constantly aware of changes in the market, competitor activities, etc. When problems arise in these areas, the PRO will advise management of an appropriate PRO strategy and try to avoid a disaster. (20)

3.3 INTERNAL PUBLICS: The staff members of the public relations officers own the company, e.g. management, other staff.

EXTERNAL PUBLICS: This group exists outside of the company and includes:
- Customers
- The general public
- Other companies
- Representatives from radio, television, newspapers, magazines. (8)

3.4 Public Relations Officer (2)

[40]

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QUESTION 4

4.1 Press kits are prepared as a source of information for a journalist that she can take home. It is usually prepared for and handed out at press facility visits and press receptions.

It should include
- A basic fact sheet with information like names, times, dates, prices, etc.
- A historical fact sheet giving information on the background and development of the company.
- A program of events where applicable
- Any examples of graphic material, e.g. photographs, pictures, a CD or corporate gifts. (6)

4.2
- Photographs of the new hotel
- A CD with a virtual tour of the hotel
- Pens with the hotel logo
- Key ring with hotel logo
- Mouse pads (5)

4.3
- Speed in replying to an inquiry is vitally important.
- Keep Cool.
- Cooperate as much as possible.
- If you don't know the answer, get it from someone.
- Eliminate obstacles as far as possible.
- Never ask to see what a reporter has written.
- Never argue about the value of a story.
- Be prepared to be quoted by name.
- Never refuse to give information.
- Get the name and number of the reporter you are talking to.
- Never falsify information
- Be alert of photographers.
- Have safety, labour and employee records available for reference.
- If damage must be estimated, confine your statements to a general description of what has been destroyed.
- Always accentuate the positive. (10)

4.4
- Indaba
- Getaway show (2 x 2) (4)

4.5
4.5.1 False
4.5.2 True
4.5.3 False
4.5.4 False
4.5.5 False (5)
[30]

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QUESTION 5

5.1 Customer/Consumer + explanation (4)

5.1.1 Company Staff
Retailers (2)

5.1.2 To attract consumers to buy the product at a discounted rate. (2)

5.1.3 Point of sale discount (2)

5.2
- It involves some kind of bargain or money off deal. The consumer always benefits form lower prices or free give aways.
- Sales promotions are aimed at consumers who are price conscious and not necessarily brand loyal.
- It involves a specific incentive to purchase that will result in immediate reaction.
- It is a result orientated activity.
- It has a short life span because the special offer is usually only available for a limited period of time. (5 x 2) (10)

5.3 Those aimed at the public, e.g. invitation to the GETAWAY SHOW.
Those aimed at the trade, e.g. INDABA.
Private exhibitions by invitation only, e.g. opening of MICHAELANGELO HOTEL. (6)

5.4 This is a forum where buyers and sellers come together to negotiate business. Tour operators will, for example, meet with suppliers (hotels, airlines) to negotiate fares, requirements and commission, and discuss potential problems. A workshop is usually planned around a specific issue or problem. It is particularly useful when packages for tourists are being put together. (4)

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QUESTION 6

6.1 6.1.1 NEWSPAPERS: have the shortest lifespan. Once people have read them they are thrown away or used for alternative purposes. Any advertisement that appears in a newspaper has a short exposure rate. There is very little chance that someone will look at the same newspaper in a week.
TELEVISION: It is difficult to recall information from television advertisements. Messages cannot be taken down. Once the advertisement is over, the information is lost.

6.1.2 NEWSPAPERS: are printed daily. It is possible to make quick changes to ensure that the correct message is printed at the right time.
TELEVISION: Television advertisements take long to produce and are often produced long in advance. If you need to change something quickly it cannot be done.

6.1.3 NEWSPAPERS: Cost are determined by the size of the advertisement, colour, whether it appears on the front page, back page or somewhere in the middle, or additional features such as tear off coupons.
TELEVISION: This is by far the most expensive medium. Costs are high because you have to pay for actors and décor. If an advertisement is made at a holiday destination, flight tickets, accommodation and meals have to be paid for.

6.1.4 In media you have to distinguish between local/regional and national media. National media is distributed through the county, e.g. Rapport/Sunday Times
Regional media is linked to areas
If you want to target customers throughout the country, you will advertise by means of national media, or Television. (4 x 4) (16)

6.2 6.2.1 C
6.2.2 D
6.2.3 A
6.2.4 E
6.2.5 B (5 x 2) (10)

6.3 Attention
Interest
Desire
Action (4)

TOTAL SECTION B: 140
GRAND TOTAL: 200

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