higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

TRAVEL OFFICE PROCEDURES N6

16 NOVEMBER 2016

This marking guideline consists of 11 pages.

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SECTION A

QUESTION 1

1.1 Business travel can be categorised as the movement of business people between different towns, cities and countries for the purpose of conducting business.

Business travel is important to the travel agency because it contributes to continuous business for the travel agency. (3)

1.2
1. Preparation
2. Projecting a professional image
3. Determining the clients' needs
4. Communicating with the clients
5. Presentation
6. Product knowledge (6)

1.3
- Give Mr Ellerine a call after he has returned from the trip to establish if his needs were met.
- If Mr Ellerine is located nearby, you can visit him after the trip to enquire if he was satisfied with the arrangements.
- Keep record of changes required and make sure you implement the changes before his next trip.
- Apologise if something went wrong and fix the problem. (4)

1.4
- How often the company makes use of business travel
- Number of staff that travel for business
- The length of a standard business trip
- Does the company have any travel product preferences regarding transport and accommodation
- Car rental requirements
- Transfers required to and from the airport/hotel/conference venue (6)

1.5
1.5.1 True
1.5.2 True
1.5.3 False
1.5.4 False
1.5.5 True

(5 × 1) (5)

1.6
- Meetings
- Exhibitions
- Conferences
- Events
- Seminars
- Exhibitions
- Workshops
- Branch office visits
- Purchasing of new stock
- Training
- Meeting suppliers

(Any 6 × 1) (6)
[30]

QUESTION 2

2.1



(10)

2.2

BENEFITS OF INCENTIVE TRAVEL

- Improves the knowledge of employees√
- The winner gets recognition√
- Employees interact with one another√
- Self-confidence is improved√
- Boosts the morale of employees√
- Sense of achievement√ (6)



(2 marks for making it look like a slide.) (2)
(2 marks for neatness and initiative.) (2)

2.3
- Start with existing clients
- Internet search engines
- Chamber of Commerce
- Local business breakfasts
- Networking sessions
- Industry workshops
- Business expo's
- Business directories
- Trade associations
- Business chartrooms
- Word of mouth
- Social media (Any 6 × 1) (6)

2.4
- Language and cultural differences of winners
- The cost of the trip
- Location of the winners
- Size of the company
- Number of winners
- Distance travelled (Any 4 × 1) (4)

[30]

TOTAL SECTION A: 60

SECTION B

QUESTION 3

3.1 Internal publics are communication and good relations within the company itself, e.g. between management and staff.

External publics are role players outside the company, e.g. current and future customers, the general public, competitors and the media. It can also include investors, partners, government and suppliers. (4)

3.2 Public Relations Officer (1)

3.3 3.3.1 (5)

3.3.2

PERSONAL CHARACTERISTICS	PERSONAL APPEARANCE	SPECIFIC SKILLS REQUIRED	KNOWLEDGE REQUIRED	QUALIFICATIONS
Honest	**Well-groomed and presentable**	**Writing, speaking and listening skills**	**Sound knowledge of the hotel industry**	**PRISA registered**
Moral and personal integrity	**Dress according to image of the organisation**	**Photographic skills**	**Knowledge of current affairs**	**3-year PR Diploma**
Strong sense of responsibility			**Knowledge of various media**	

(12)

3.4
- Defining the situation
- Setting objectives
- Identifying the target audience
- Formulating the plan of action
- Determining the budget
- Evaluation and feedback (6)

3.5
- Individual visits
- Newspaper and magazine articles
- Banners
- T-Shirts
- Exhibitions, demonstrations or promotions
- Seminars, conferences or workshops
- Sponsorships of cultural or environmental projects
- Educationals
- Social media (Any 2 × 1) (2)

[30]

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QUESTION 4

4.1 4.1.1 Newspaper (local)
4.1.2 Radio
4.1.3 Television

(3 × 1) (3)

4.2 It is an occasion where good relations are built with the media. During a press facility visit, members from the media are invited to spend time at your business. It is also called a social visit by the media. (2)

4.3 4.3.1 Press release
4.3.2 Press conference
4.3.3 Press release
4.3.4 Press conference
4.3.5 Press release

(5 × 1) (5)

4.4 4.4.1 It is the responsibility of the PRO to deal with the media regarding any enquiries directed at the company. The PRO has been trained in how to manage the reputation of a company and uses all forms of media and communication to build, maintain and manage their reputation towards their clients. (2)

4.4.2 It is not advised that any other staff members, except senior management when needed, answer any enquiries from the media. A junior receptionist for example, is only trained and carries knowledge within her department whereas a PRO is trained and informed on all aspects of the company and thus more equipped to answer a wide range of enquiries. (2)

4.4.3 It is standard practice that enquiries are sent to the PR department of a company. The public relations manager or PRO will respond to the enquiry keeping both the internal and external publics in mind. The PRO is trained in how to respond to accusations without harming any good relations. The PRO might be required to send additional information or statistics, photos of the staff/facilities or even host journalists at the company. It is the responsibility of the PRO to create and maintain a favourable image towards the outside world. (3)

4.4.4 Follow-up is required by the PRO in the case of incorrect reporting and where the released information may harm the public image of the company. A quick response from the PRO or spokesperson is crucial and immediate contact should be made with the news outlet that released the information. The PRO should be able to provide proof that the information released is incorrect. The news outlet may be forced to print a correction, apology or statement setting the record straight. (3)

[20]

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QUESTION 5

5.1 ATTENTION – Apply powerful strong words or pictures that will immediately catch the readers' eyes with your advertisement. Once they are impressed, they will carry on reading the rest of the content.

INTEREST – Once you have attracted your target audience, it is essential to help them pick out the message that is relevant to them. Try to use bullets, subheadings or broken up text to highlight your points.

DESIRE – Convince customers that they want and desire the product or service and that it will satisfy their needs.

ACTION – You want the consumer to make the decision to buy the product or to book the holiday. Give the customers information as to how to go about to act. You can include an e mail address or telephone number on the advert.

(4 × 2) (8)

5.2
- Internet
- Travel magazines
- Domestic, regional and national newspapers
- Radio and television advertisements
- Outdoor advertising
- Direct mail
- Brochures, flyers or pamphlets
- Cell phone advertising (Any 5 × 1) (5)

5.3 Radio or Television
- Target market
- Nature, cost and impact of the media
- Reach and frequency of the media
- Lifespan of the media
- Flexibility of the media
- Budget
- Distribution (8)

5.4

RADIO	ADVANTAGES	DISADVANTAGES
	Mass use	**Audio presentation only**
	High geographic and demographic selectivity where particular audiences can be reached at a specific time	**Lower attention than television**
	No competition from competitors simultaneously	**Fleeting exposure**
	Can easily change content	**Is a background medium**
	No literacy needed	**No illustration possible**
	Low cost	

TELEVISION	ADVANTAGES	DISADVANTAGES
	Combines sight, sound and motion	**Very expensive**
	Appealing to the senses	**No back reference to message, fleeting exposure**
	High attention	**Less audience selectivity**
	High reach	**Lengthy preparation and production time**
	Can involve the whole family	**Irritating repetition**

(6)

5.5
- Long purchase lead time
- Some waste circulation
- No guarantee of position
- Limited flexibility
- Lots of competition (Any 2 × 1) (2)

+ Explanation (1)
[30]

QUESTION 6

6.1

ADVERTISING OBJECTIVES	SALES PROMOTION CHARACTERISTICS
1. To inform	1. It supplements advertising and other elements of marketing communication.
2. To persuade	2. It serves as an incentive for three different groups.
3. To remind	3. It comprises of a variety of activities and incentives.
	4. It is result-orientated and stimulates immediate reaction.
	5. There's always some kind of bargain involved where the consumer benefits from lower prices, free giveaways or special deals.
(3 × 1)	6. It has a very short life span and is only available for a limited period of time. (Any 3 × 1)

(6)

6.2 6.2.1
- Improve volume of sales through incentives
- Improve displays in distribution outlets
- Getting sales people to sign new accounts
- Reward special efforts (4 × 1) (4)

6.2.2
- Getting retailers to sell new items
- Getting them to advertise the product and give it more shelf space
- Secure dealer support and recommendations
- Improve trade awareness of products or services (4 × 1) (4)

6.2.3
- To increase short-term sales
- To help build long-term market share
- Sell excess capacity of products or services
- Reward regular customers
- Entice customers to try new products
- Defeat competitors' promotions (Any 4 × 1) (4)

6.3
STAGE 1 – Determine the objectives
STAGE 2 – Identify the target audience
STAGE 3 – Evaluate alternative strategies
STAGE 4 – Determine the budget
STAGE 5 – Develop the programme
STAGE 6 – Coordinate with associated communications
STAGE 7 – Test the programme
STAGE 8 – Implement the programme
STAGE 9 – Evaluate the effects of the programme (9)

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6.4 6.4.1 Aimed at trade
6.4.2 Aimed at public
6.4.3 Private – by invitation only

(3 × 1) (3)

6.5 WORLD TRAVEL MARKET – November
ITB Berlin – March
Brussels Holiday Fair – February (3 × 2) (6)

6.6 Trade exhibitors have to book their stand/place to exhibit at the exhibition in advance. The cost involved depends on the type of exhibition for example to exhibit at INDABA, WTM and ITB would be much more expensive than a local exhibition in your town. The exhibitors have to set up their stands a day or two in advance before the exhibition opens. Some of the big role players in the industry have modern and high-tech stands. They would hire specialists in décor designers to build their stands. Other stands would be much more informal and basic.

The first two or three days would usually be exclusive for trade partners and the trade industry. The trade delegates would visit the various stands and make appointments to sit down and discuss business. Different countries would have traditional dances and shows as part of their marketing and part of their exhibition. It is always extremely vibrant and lively at these shows and there is excitement in the air. (4)

[40]

QUESTION 7

JOB DESCRIPTION OF A PUBLIC RELATIONS OFFICER IN A HOTEL

7.1 Job title: Public Relations Officer

7.2 Workplace: Sheraton Hotel – Pretoria

7.3 Task summary:

- To promote the hotel through personal contact with all guests; to coordinate activity programmes, all with the prime objective of service to the guest
- Developing and maintaining a strong relationship with all stakeholders
- Assistance in marketing and advertising of hotel

7.4 Production standards
- Ensure that the image and reputation of the Sheraton Hotel 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

7.5 Authority
- Tips, gratuities – none
- People – Recommendation of terminating staff services within the sphere of guest relations
- Entertainment – may entertain guests with the aim of promoting the hotel or to improve hotel/guest relations on account

7.6 Specific duties
- To meet and greet guests on the VIP list, as given 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 department heads
- 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

7.7 Responsible to
- General Manager

7.8 Responsible for
- PRO desk

[20]

TOTAL SECTION B: 140
GRAND TOTAL: 200

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