higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N6

14 NOVEMBER 2018

This marking guideline consists of 9 pages.

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SECTION A

QUESTION 1

1.1
1.1.1 True
1.1.2 True
1.1.3 False
1.1.4 False
1.1.5 True
1.1.6 False
1.1.7 True
1.1.8 False
1.1.9 True
1.1.10 True

(10 × 1) (10)

1.2 The target market for business travel would be determined by whether the company has people that travel frequently for business or not.✓ Bigger companies will travel more frequently and they will require more travel arrangements.✓ The closer the company is located to the travel agency, the better because the travel agent has to keep in mind that various travel documents have to be delivered or picked up.✓ (3)

1.3 Toyota SA would be a good company to have as a business travel partner because it is a manufacturing company that probably visits other branches,✓ travels abroad✓ to its head office and deals with international partners. They will travel extensively from branch to branch or office to office.✓ (3)

1.4 A travel pattern is the reason why tourists choose which destination they go to✓ and is of vital importance if travel agents are to maximise the financial benefits of the international travel industry in business travel.✓

OR

A travel pattern is when a travel agent determines how often the company makes use of business travel, how long these trips are and if the company has any preferences regarding transport and accommodation. (2)

1.5 It should include:
- A complete travel package.
- Itinerary of the proposed business trip. (2)

1.6
- Show thorough product knowledge.✓
- Provide alternative travel arrangements.✓
- Recognise less expensive alternatives.✓
- Be flexible and emphasise that the travel package is not carved in stone.✓
- Show thorough knowledge of travel geography.✓
- Show thorough knowledge of rates charged. (Any 5 × 1) (5)

1.7 A lot of business travellers have families and therefore it is an opportunity for the travel agent to try and convince the business traveller to take his family along✓ either before, during or after the business trip.✓ It is important that the family have activities and excursions to attend during the business travellers meetings.✓ It is the responsibility of the travel agent to arrange all accommodation, transport, leisure activities and excursions to keep the family entertained.✓ (4)

1.8 Incentive travel is business related travel✓ that is designed to provide motivation or incentives✓ to help business people become more successful.✓ Incentive travel aimed at motivating employees to increase sales.✓ (4)

1.9
1.9.1 C (2)
1.9.2 B (2)
1.9.3 B (1)
1.9.4 A (2)
1.9.5 C (2)

1.10 1.10.1
- Identify prospective clients
- Introduce your company and make contact (2)

1.10.2
- Try your best to get an appointment.
- Keep on trying and be persistent.
- If you do get the chance to talk to the manager, get straight to the point and ask for an appointment.
- Start with a question such as “Would you like to reduce absenteeism and increase your profit?”
- Emphasise the benefits of incentive travel for the employer. (5)

1.11 1.11.1 Transport
- Air
- Rail
- Water
- Coach (4)

1.11.2 Documents
- Passports
- Visas
- Health certificates
- Permits
- Travel Insurance (5)

1.11.3 Extras
- Entertainment needs
- Day trips
- Spa treatments
- Shopping (Any 2 × 1) (2)

[60]

TOTAL SECTION A: 60

SECTION B

QUESTION 2

2.1
- Public relations are about managing reputation and public image of the company they work for✓
- A career in PR involves gaining understanding and support for your clients,✓ as well as trying to influence opinion and behaviour of people outside as well as inside the company✓
- You'll use all forms of media and communication to build, maintain and manage the reputation of your clients✓
- Persuade public to maintain a certain point of view about the organisation
- Spread information between organisation and publics (Any 4 × 1) (4)

2.2 2.2.1
- Strong sense of responsibility
- Moral and personal integrity to stand up for what you believe
- Tolerance for stress as he/she has to work under pressure
- A willingness to serve and to have an interest in people and in the community
- Honest actions
- Professionalism in the workplace (Any 3 × 1) (3)

2.2.2
- Professional appearance
- Well-groomed and presentable
- Dress for the specific occasion
- According to the image of the organisation you work for
- Subtle make-up and accessories (Any 3 × 1) (3)

2.2.3
- Good communication skills
- Basic management skills
- Organisational skills
- Photographic skills
- Creative skills to find innovative ideas and methods
- Information technology skills to utilise modern technology
- Multilingualism (Any 3 × 1) (3)

2.2.4
- Specific public relations qualification
- Qualification through PRISA
- Qualifications through governmental organisations (Any 2 × 1) (2)

2.2.5
- Knowledge of the specific field of operation
- Knowledge of the strengths and weaknesses of the company
- Knowledge of the opportunities and threats in the external environment
- A sound knowledge of the role of a PRP in the company
- Business awareness and a good knowledge of current affairs
- Knowledge on various media that can be used during the public relations functions (Any 3 × 1) (3)

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2.2.6 Attitude
- Positive and enthusiastic
- Helpful and empathetic (2)

2.2.7 Emotional characteristics
- Motivate and lead staff
- Emotionally mature (2)

2.3 2.3.1 Step 3 – Identify the target audience
2.3.2 Step 2 – Setting objectives
2.3.3 Step 5 – Determining the budget
2.3.4 Step 1 – Defining the situation, problem or opportunity
2.3.5 Step 4 – Formulating the plan of action
2.3.6 Step 6 – Evaluation and feedback
(6 × 2) (12)
[34]

QUESTION 3

3.1 3.1.1 No
3.1.2 Yes
3.1.3 Yes
(3 × 1) (3)

3.2 3.2.1 Yes
3.2.2 No
3.2.3 No
3.2.4 Yes
3.2.5 No
(5 × 1) (5)

3.3 3.3.1 D
3.3.2 G
3.3.3 I
3.3.4 B
3.3.5 F
3.3.6 A
3.3.7 E
3.3.8 H
3.3.9 C
(9 × 1) (9)

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3.4

PRESS RELEASE✓✓

TSOGO SUN GETS A NEW CEO✓✓

Tsogo Sun announced on (date of examination)✓ that it has appointed a new CEO.✓ The new CEO will be assuming his duties at the end of (month of examination – MAY/JUNE/NOVEMBER/DECEMBER)✓

The CEO is planning to launch a new loyalty programme for its local hotels✓ as well as a new campaign for anti-gambling at its casino's.✓

ENDS✓✓

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(15 Marks as indicated)
(5 Marks for content) (20)

3.5 3.5.1 True
3.5.2 False
3.5.3 False

(3 × 1) (3)
[40]

QUESTION 4

4.1 Advertising is important for any company as it helps to communicate important information to customers✓ and is one of the first steps in building strong relationships.✓ It raises awareness for different brands that are available in the market.✓ (3)

4.2
4.2.1 Above the line
4.2.2 Above the line
4.2.3 Below the line
4.2.4 Above the line
4.2.5 Below the line

(5 × 1) (5)

4.3
4.3.1 Lifespan of the media
4.3.2 Nature, cost and impact
4.3.3 Target market
4.3.4 Budget
4.3.5 Flexibility of the media

(5 × 2) (10)

4.4 4.4.1 Cell phone advertising✓
- Reaches a specific audience✓
- Can inform immediately of any changes/promotions✓
- Can send bulk SMSes which saves money✓

4.4.2 Television✓
- Combines sight, sound and motion✓
- Appealing to the senses✓
- High attention✓
- High reach
- Can involve the whole family (Any 4 × 1)

4.4.3 Magazine advertising✓
Credibility and prestige✓
- High quality reproduction✓
- Long lifespan✓
- Good pass-along readership
- National coverage
- Usually loyal readers (Any 4 × 1)

(3 × 4) (12)
[30]

QUESTION 5

5.1 The objectives of a sales promotion are to:

- Increase consumer demand
- Stimulate market demand
- Improve product availability
- Improve volume of sales through incentives
- Improve trade awareness of products or services
- Increase short term sales
- Help build long term market share
- Sell excess capacity of products or services
- Reward regular customers
- Entice customers to try new products
- Defeat competitor's promotions (Any 3 × 1) (3)

5.2 5.2.1 Test the programme
5.2.2 Evaluate alternative strategies
5.2.3 Develop the programme
5.2.4 Determine the objectives
5.2.5 Implement the programme
5.2.6 Identify the target audience
5.2.7 Determine the budget
5.2.8 Evaluate the effects of the programme
5.2.9 Coordinate with associated communications
(9 × 2) (18)

5.3 World Travel Market✓✓
It is aimed at the tourism trade. ✓✓ (4)

5.4 5.4.1 TECHNIQUES

- Bonuses✓
- Competitions✓
- Gifts
- Holiday trips (Any TWO)

EXAMPLES

- Travel agents✓
- Car rental staff
- Front of house staff
- Waiters (Any ONE) (3)

5.4.2 TECHNIQUES
- Give-aways✓
- Allowances✓
- Discounts
- Competitions
- Free offers (Any TWO)

EXAMPLES
- Tour operators✓
- Car rental companies
- Transfer shuttles (Any ONE) (3)

5.4.3 TECHNIQUES
- Free samples✓
- Coupons✓
- Rebates
- Give-aways
- Money off vouchers
- Buy one get one free (Any TWO)

EXAMPLES
- Existing customers✓
- Potential new customers (Any ONE) (3)

5.5 Yes,✓ specific duties are part of the job description of a PRO in a hotel.✓ (2)
[36]

TOTAL SECTION B: 140
GRAND TOTAL: 200

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