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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This question paper consists of 10 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

1.1 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

1.1.1 A business trip is a trip for work or business purposes.

1.1.2 The necessity to conduct business travel has many reasons. One of these reasons would be for professional development.

1.1.3 Business travel is not bound by timetables.

1.1.4 It is important for business travellers to have room service in the hotel.

1.1.5 When selling business travel the sales agent should wear a name tag.

1.1.6 Incentive travel and business travel has the same objective.

1.1.7 A company like Woolworths would be a good prospective client for incentive travel.

1.2.8 The number of winners determines the destination of the incentive trip.

1.1.9 A good incentive trip includes airport taxes.

1.1.10 The checklist of items to facilitate administrative arrangements should include all transport needs.

(10 × 1) (10)

1.2 What determines the target market for business travel? (3)

1.3 Formulate a reason why Toyota SA would be a good company to have as a business travel account. (3)

1.4 What is a travel pattern? (2)

1.5 What information should be included when doing a presentation to a prospective client? (2)

1.6 What should be included in your presentation to show that your company is committed in providing a valued service? (5)

1.7 Indicate how you as a travel agent will utilise business travel as an opportunity to sell leisure travel. (4)

1.8 Define *incentive travel*. (4)

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1.9 Various options are given as possible answers to the following statements. Choose the answer and write only the letter (A–D) next to the question number (1.9.1–1.9.5).

Toyota SA indicated that they would like to participate in an incentive program with your company. You are required to calculate the budget for the program.

The company earned R68 000 000,00 in sales for the previous year.

1.9.1 The company would like to increase its sales by 15%. What amount would the increase be?

A R 6 800 000,00
B R 3 400 000,00
C R10 200 000,00
D R13 600 000,00 (2)

1.9.2 The company profit will be 20% and the incentive budget will be 50%. Toyota SA would like to have 20 winners. Calculate the amount per winner.

A R 2 040 000,00
B R51 000,00
C R1 020 000,00
D R5 100,00 (2)

1.9.3 What percentage of the breakdown per person will be allocated to promotion of the program?

A 5%
B 10%
C 15%
D 20% (1)

1.9.4 How much money will be allocated for transport?

A R20 400,00
B R15 300,00
C R7 650,00
D R5 100,00 (2)

1.9.5 How much money will be allocated for meals?

A R20 400,00
B R15 300,00
C R7 650,00
D R5 100,00 (2)

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1.10 Prospecting is one of the headings explaining the procedure for selling incentive travel.

1.10.1 Name the TWO steps involved in prospecting. (2)

1.10.2 Develop guidelines to help you target the companies on your list. (5)

1.11 Use the following headings for a checklist of items to facilitate administrative arrangements to list the items that should be checked.

1.11.1 Transport (4)

1.11.2 Documents (5)

1.11.3 Extras (2)
[60]

TOTAL SECTION A: 60

SECTION B

QUESTION 2

2.1 PRO refers to the Public Relations Officer of a company. Explain in your own words what a PRO does. (4)

2.2 Draft a job specification for a PR practitioner under the following subheadings.

2.2.1 Personal characteristics (3)

2.2.2 Personal appearance (3)

2.2.3 Specific skills required (3)

2.2.4 Qualifications (2)

2.2.5 Knowledge required (3)

2.2.6 Attitude (2)

2.2.7 Emotional characteristics (2)

2.3 Use the case studies in (2.3.1–2.3.6) to identify the basic steps of the PR process. Indicate which step is described in each case study.

2.3.1 It was decided to approach Colleges to organise educational excursions for their Tourism students.

2.3.2 The purpose of the Publicity campaign will be to increase sales by at least 15%.

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2.3.3 It was decided not to have a PR Campaign on national television since it is too expensive.

2.3.4 Because of an unqualified and unprofessional travel agent, your company is losing business.

2.3.5 Our company decided to create a Facebook page advertising our special offers as well as creating a catchy Twitter account.

2.3.6 We received over 250 calls from interested parties and booked more than 50 new packages after the campaign.

(6 × 2) (12)
[34]

QUESTION 3

3.1 Are the following radio and television programmes or channels specifically directed at the tourism target market? Only state 'Yes' or 'No' next to the question number (3.1.1–3.1.3) in your answer book.

3.1.1



3.1.2



3.1.3



(3 × 1) (3)

3.2 State whether the following would be opportunities for press facility visits. Only state 'Yes' or 'No' next to the question number in your answer book.

3.2.1 Inviting the press to your newly opened guest lodge in Bloemfontein.

3.2.2 The appointment of a new travel agent.

3.2.3 Holiday Inn offering a new ironing service.

3.2.4 Special discounted rates when hiring a vehicle from AVIS.

3.2.5 One of Greyhounds busses had a fatal accident.

(5 × 1) (5)

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3.3 Choose a term from COLUMN A that matches a description in COLUMN B. Write only the letter (A–I) next to the question number (3.3.1–3.3.9) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.3.1	Nature of the story	A	make sure your press kit contains all the relevant information
3.3.2	Timing	B	use a credible source to convey the message
3.3.3	Location	C	view news outlets to see whether your press conference is mentioned
3.3.4	Speakers	D	what will be announced
3.3.5	Invite to the media	E	banners, posters, uniformed staff
3.3.6	Compile a press kit	F	information about date and time well in advance
3.3.7	Visual aids	G	is the story newsworthy enough to merit a press conference
3.3.8	The actual event	H	start on time, keep it short and brief and to the topic
3.3.9	Follow up	I	easy to reach, adequate equipment and seating

(9 × 1) (9)

3.4 Use the following information from Tsogo Sun to draw up a press release.

Tsogo Sun has appointed a new Chief Executive Officer (CEO) for the company's head office in Sandton. He will commence employment at the end of this month. The new CEO intends on introducing a new loyalty programme at its local hotels as well as a new campaign for anti- gambling at its casinos.

Tsogo Sun can be contacted at their offices, 446 Greyston Street, Sandton, 011 475 6897. PRO for Tsogo Sun: Mr. Daniel Norton email address dnorton@tsogosun.co.za Twitter account:@tsogosun Facebook page: tsogosun Website: www.tsogosun.co.za (20)

3.5 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (3.5.1–3.5.3) in the ANSWER BOOK.

3.5.1 During an emergency the PRO should reply to journalists as soon as possible.

3.5.2 Journalists will take photos of the scene, it is not necessary for the PRO to do so as well.

3.5.3 If you do not know the answer to a question, ask the journalist to come back to you at a later stage.

(3 × 1) (3)
[40]

QUESTION 4

4.1 Why is it important for a company to advertise? (3)

4.2 State which categories the following types of advertising falls under:

4.2.1 Radio

4.2.2 Internet

4.2.3 Billboards

4.2.4 Television

4.2.5 Street pole advertising

(5 × 1) (5)

4.3 Use the following information to select the correct factors that influences the media selection for advertising.

4.3.1 SAA decides to advertise their 'one day only' special offer in the Sunday newspaper because it is a one day only offer the advert need not be repeated for more than one day.

4.3.2 Blue Marlin resorts decide to advertise their new resort in Mauritius on television because it will attract more clients.

4.3.3 After thorough research your company decides to advertise their youth packages to students at Universities and Colleges around Cape Town.

4.3.4 A local travel agency decides to advertise on the internet because it will not be as costly.

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4.3.5 The Balalaika hotel in Sandton decides to advertise their rates in the local weekly newspaper because if the rates changes it would be easy to amend the rates for the next week.

(5 × 2) (10)

4.4 Select the most appropriate media in the following case studies, briefly substantiating your choice with reference to at least THREE advantages of the chosen media.

4.4.1 Kulula.com would like to inform their frequent flyers of their special 24 hour promotion where you can earn double points if you book within the next 24 hours. (1 + 3)

4.4.2 Qantas airways wants to advertise their new fleet of Airbus A380s to the world. (1 + 3)

4.4.3 MSC Sinfonia wants to advertise their luxurious cruises to travellers in South Africa. In their advertisement they want to tell travellers about the ships they have as well as the features and amenities on board the cruise. (1 + 3)

(3 × 4) (12)
[30]

QUESTION 5

5.1 State the primary objectives of sales promotions. (3)

5.2 Use the following descriptions to name the stages of a promotional campaign.

5.2.1 Pre-test the promotion with focus groups consisting of your target markets.

5.2.2 Choose what strategy you are going to use.

5.2.3 All decisions regarding the when, what, how and for how long has to be taken.

5.2.4 Decide what you want to achieve with the promotional campaign.

5.2.5 The promotion is announced in the relevant media.

5.2.6 Decide who you want to target.

5.2.7 How much money is available?

5.2.8 Determine whether the promotion was successful.

5.2.9 Make sure the sales promotion is scheduled to fit in with other marketing communications.

(9 × 2) (18)

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5.3 What is the WTM and who is it aimed at? (2 + 2) (4)

5.4 Use the following sales promotion categories to determine TWO sales promotion techniques and tools and give ONE example of each.

5.4.1 Company staff (2 + 1)

5.4.2 Retailers (2 + 1)

5.4.3 Consumers (2 + 1)
(3 × 3) (9)

5.5 Would the job description of a Public Relations Officer in a hotel include specific duties? State a reason for your answer. (2)
[36]

TOTAL SECTION B: 140
GRAND TOTAL: 200

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