higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N6

15 NOVEMBER 2019

This marking guideline consists of 12 pages.

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SECTION A

QUESTION 1

1.1
1.1.1 E
1.1.2 I
1.1.3 B
1.1.4 G
1.1.5 H
1.1.6 C
1.1.7 F
1.1.8 J
1.1.9 A
1.1.10 D

(10 × 1) (10)

1.2 1.2.1
- Manufacturing companies are great targets for business travel contracts, as they have various branches/offices in different areas or regions or countries.✓✓
- This requires the businessmen to travel extensively between the different branches and even overseas; therein lies the potential for great revenue earnings.✓✓
- Because they travel more frequently, it means a greater (steady) income for the agency. (4)

1.2.2
- The nature of the company's business
- The location of the head office/branches/manufacturing plants
- The nature and size of its sales force
- The products the company manufactures or sells
- The trade fairs/conferences/workshops its representatives attend

[Note to markers: Take note that students may answer in their own words. Allocate marks if the meaning is the same as on the memo. Students were asked for their opinion.] (5)

1.3 1.3.1
- It motivates staff.
- It reduces absenteeism.
- Company goals are met.
- The level of productivity may increase.
- The public image of the company is enhanced.

[Note to markers: Take note that students may answer in their own words. Allocate marks if the meaning is the same as on the memo. Students were asked for their opinion.] (5)

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1.3.2
- It is a competition amongst staff to increase sales and, in return, the winner receives a free holiday.
- Incentive travel does not cost the company money since the expenses will be covered by the increased sales.
- It is a good way of motivating staff to work hard.
- It is a form of leisure travel.
- Employees are rewarded for good work.
- It creates a win-win situation for both employer and employee.
- Employees are working much harder to reach targets and company revenue increases.

[Note to markers: Take note that students may answer in their own words. Allocate marks if the meaning is the same as on the memo. Some students may write a definition. Students were asked for their opinion.] (3)

1.3.3
- Explain the benefits of an incentive programme to the staff.
- These benefits will include the following:
  - An incentive programme improves the knowledge of employees.
  - The winner receives recognition.
  - Employees interact with one another.
  - Self-confidence is improved.
  - It boosts the morale of employees.
  - They gain a sense of achievement.
- Staff should realise that if they win, they will receive an all-expenses paid holiday.

[Note to markers: Take note that students may answer in their own words. Allocate marks if the meaning is the same as on the memo. Some students may list the benefits. Students were asked for their opinion.] (6)

1.3.4 Explain to Steelworks SA that the cost of the incentive trip is covered by the increased sales.✓
Because sales increase, the profit will also increase.✓

Explain the steps to the CEO:

STEP 1 – Calculate the projected increase in sales.✓
STEP 2 – Determine the company profit.✓
STEP 3 – Calculate the incentive budget.✓
STEP 4 – Determine the amount per person.✓

Explain the breakdown of the budget per person:✓

Promotion – 10%✓
Transport – 40%✓
Accommodation – 30%✓
Meals – 15%✓

Other – 5%✓

[Note to markers: Take note that there is no specific sequence to this question. Also, note that students will answer in their own words and marks should be allocated if their meaning is the same as that of the memo (except for the %s, as those do not change). Students were asked how they would explain the budget (their opinion).] (12)

1.3.5 Yes, some factors can influence the cost of the trip:

- Lead time between quotes
- Number of winners
- Fluctuations in exchange rate
- Group discounts, if more than 10 winners are chosen
- Whether winners must travel to a central city from which to depart
- Cost of distributing travel documents

(Any SIX of these factors) (6)

1.3.6 QUESTIONNAIRE (Part of layout)

Please complete the following questionnaire to enable Travel Unlimited to evaluate the success of the incentive programme introduced to the company. (Part of layout)

Candidates can include any FIVE of the questions below or any relevant questions.

Space should be given for answers. (Part of layout)

1. Was the incentive travel competition organised in an acceptable manner?✓
2. Did you understand at all times what was expected from you?✓
3. Did the timeline allow for the expected results?✓
4. Was the trip worth all the effort you put in?✓
5. Was the accommodation and transport to your liking?✓
6. Were enough entertainment and activities booked?
7. Were the activities stimulating and interesting?

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8. What activities could be included to make the trip more interesting?
9. Will you participate in an incentive travel programme again?
10. What problems occurred?
11. How can these problems be avoided in future?
12. What changes should be made?
13. Do you have any suggestions for the next trip?
14. Would you be willing to be a reference for the travel agency?

Thank you for participating in this questionnaire. We are striving to be of excellent service to you, our valued customer. (Part of layout)

[Note to markers: A maximum of TWO marks should be given to the layout of the questionnaire (including heading, instructions, spaces for answers and thank you note at the end).
A maximum of FIVE marks must be allocated for relevant questions.] (7)

1.3.7
- Were the objectives of the client met?
- Did the prize/holiday justify the effort put in by the participants?
- Was he client happy with our service?
- Did the client adhere to the aspects that had to be agreed upon by both parties?
- Did any miscommunication take place and how can it be avoided?
- Was the budget provided by the client adequate?
- Was the commission earned enough, compared to the effort put in?
- Should a service fee have been added?
- Did any problems occur?
- What changes should be made for future trips?
- Was enough time allocated?
- Where can we improve?

(Any TWO)

[Note to markers: Take note that students will answer in their own words and marks should be allocated if their meaning is the same as that contained in the memo. The students were asked for their opinion.] (2)
[60]

TOTAL SECTION A: 60

SECTION B

QUESTION 2

2.1 2.1.1 Internal publics
2.1.2 Internal publics
2.1.3 External publics
2.1.4 Internal publics

(4 × 2) (8)

2.2

Personal characteristics	Personal appearance	Specific skills	Qualifications	Knowledge required
Sense of responsibility✓	Presentable✓	Management skills✓	Services SETA✓	Various media to use during PR functions✓
Professionalism✓	Well groomed✓	Organisational skills✓	Journalism✓	Business awareness✓
Honesty✓	Appropriately dressed✓	Ability to speak more than one language✓	Personnel management✓	Company strengths and weaknesses✓

(15)

2.3 2.3.1 Define the situation, problem or opportunity.

2.3.2 It portrays a negative perception.

2.3.3 Objectives to inform the public

2.3.4 Candidates are to give suitable suggestions on what Sun City should do to attract more people with children.

For example: Have a major advertising campaign to introduce people with children to the new entertainment centre of Sun City, which comprises 50 new rides and water activities for children.

Offer a special service for small children like supervision at the baby swimming pool.

[Note to markers: This is a very open question; therefore, make sure that the answer is related to Sun City and guests with small children.]

2.3.5 Formulate a plan of action.

2.3.6 An increase in visits from people with small children

2.3.7
- The cost of the planned activities
- The cost of executing the activities (Any ONE)

(7 × 1) (7)

[30]

QUESTION 3

3.1 3.1.1 False
3.1.2 True
3.1.3 False
3.1.4 False
3.1.5 False

(5 × 1) (5)

3.2
- Sun City can organise a press facility visit.
- It can have a special offer for people with children.
- It can host a fun run for children and parents.

[Note to markers: Assess candidates' answers for correctness. This is an open question and markers must ensure that the type of EVENT is related to how Sun City can draw more people with small children to come and stay there.] (3)

3.3
- The PRO should keep internal and external publics in mind when answering enquiries from the press.
- PROs are trained in how to respond to accusations without harming any good relations.
- The PRO may be required to send additional information or statistics and photos of the staff and facilities or even host journalists at the company.
- It is the responsibility of the PRO to create and maintain a favourable image of the company for the outside world. (4)

3.4 3.4.1
- Promote the opening in a local newspaper.
- Hire a celebrity to attend the opening.
- Contact your local talk radio station.
- Seek out event bloggers.

[Note to markers: Assess candidates' answers – they were asked for their opinion. They may answer in their own words, and marks should be allocated if the meaning is the same as that in the memo.] (Any 2 × 1)

3.4.2
- Inform the media why this service is new and fresh.
- Book a local band.
- Arrange for giveaways at the opening.
- Offer spot prizes and discounts.

[Note to markers: Assess candidates' answers – they were asked for their opinion. They may answer in their own words, and marks should be allocated if the meaning is the same as that in the memo. (Any 2 × 1)

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3.4.3
- Use social media to spread the word to your target market.
- Post interesting facts such as that it is the highest spa in the country.
- Give background information.
- Make special offers.

[Note to markers: Assess candidates' answers – they were asked for their opinion. They may answer in their own words, and marks should be allocated if the meaning is the same as that in the memo. (Any 2 × 1)
(3 × 2) (6)

3.5 A press conference is the promotion of products or sharing of views and statements about a specific topic or issue✓ in front of the media.✓

A press release is a written and recorded view or statement✓ given to the media to announce or publish.✓ (4)

3.6 ALL EXPLANATIONS GIVEN IN RESPONSE TO THIS QUESTION MUST BE SPECIFIC TO THE PUBLICITY CAMPAIGN THE CANDIDATE THOUGHT OUT IN QUESTION 2.3.4.

STEP 1 – DESCRIBE THE NATURE OF THE STORY✓
What is the big news to be announced?✓ Candidates should link the news with their specific publicity campaign for Sun City.

STEP 2 – PLAN THE TIMING✓
Has enough publicity been generated to merit a press conference?✓ Candidates should link their answer to their specific publicity campaign for Sun City.

STEP 3 – FIND THE LOCATION✓
It should be easy for journalists to attend the press conference. Ideally, the press conference should be at Sun City, where the press can experience the idea firsthand.✓

STEP 4 – ARRANGE THE SPEAKERS✓
Use speakers the media can trust. Ideally, Mr Sol Kerzner should have been the one introducing the idea to the press.✓

STEP 5 – INVITE THE MEDIA/NOTIFY THE MEDIA OF THE RELEASE✓
Invitations are sent to all representatives of the media. The invitation should give information about the event and stress the who, what, when, where and how. A short explanation should be given of what the press conference will be about.✓

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STEP 6 – COMPILE A PRESS KIT✓
The press kit should contain all relevant information about your publicity campaign as well as material which journalists can use later.

STEP 7 – PLAN TO USE VISUAL AIDS✓
These should include banners, posters, etc., showing the attraction.✓

STEP 8 – HOST THE ACTUAL EVENT✓
Candidates should give a description of what will happen on the day.✓

STEP 9 – DO A PROPER FOLLOW–UP✓
Check whether your press conference is mentioned in the media. Update media files and contact lists of journalists and thank all who was involved.✓

[Note to markers: Remember that this question must be linked to the choice students made in QUESTION 2.3.4. They may answer in their own words, and marks should be allocated if the answers are relevant to their answer to QUESTION 2.3.4.] (9 × 2) (18)
[40]

QUESTION 4

4.1 To persuade: The idea is to persuade people with small children to visit Sun City. (1)

4.2 4.2.1 Television (*the most appropriate advertising medium*)

ADVANTAGES
- Whole of South Africa can be reached
- Combines sight, sound and motion
- Appealing to the senses
- High attention
- High reach
- Involves the whole family (Any 5 + 1) (6)

4.2.2
- 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

[Note to markers: Students were asked for their opinion. They may answer in their own words, and marks should be allocated if the meaning is the same as that in the memo.] (7)

4.2.3 No (1)

4.2.4
- Internet
- Travel magazines
- Domestic, regional and national newspapers
- Radio
- Outdoor advertising
- Direct mail
- Brochures, flyers and pamphlets
- Cellphone advertising (Any 7 × 1) (7)

4.2.5 Above-the-line advertising (2)

4.2.6 The advertisement should do the following:
- Attract attention.
- Create interest.
- Create a desire.
- Let the consumer act.

Fortunately, television can create all these actions since it is a live form of advertising. (6)
[30]

QUESTION 5

5.1 [Note to markers: Candidates may choose between advertisement or sales promotion, but they must state why they have made the specific choice.
✓for choosing either advertising or sales promotions
✓✓✓✓✓ for each motivation]

An advertisement creates awareness of a product and builds the brand. A sales promotion motivates prospective buyers to be interested in a product and to buy the product ultimately. Normally, a sales promotion has some sort of special offer, for example a discount such as a 'buy-one-get-one-free' type of offer.

ADVERTISING		SALES PROMOTIONS
• Creates awareness • Builds a brand • Informs • Reminds • Attracts • Is used to tell consumers what the company has to offer	OR	• Motivate prospective buyers to be interested in a product • They ultimately buy the product • Include some sort of special offer such as a discount or a 'buy-one-get-one-free' type of offer

(6)

5.2
- Children under 12 years of age pay no entrance fee.
- A 50% discount is offered for children under the age of 16.
- Buy one get one free.

[Note to markers: Assess candidates' answers, which must be relevant to QUESTION 4.2. Students were asked for their opinion. They may answer in their own words, and marks should be allocated if the meaning is the same as that in the memo.] (2)

5.3 Aimed at the consumer✓ because Sun City wants parents and children to visit its entertainment centre✓ (2)

5.4
- To increase short-term sales
- To help build long-term market share
- To sell excess capacity of products or services
- To reward regular customers
- To entice customers to try new products
- To defeat competitors' promotions (6)

5.5
- Give-aways at the entertainment centre, for example beach balls
- Buy one get one free
- Point-of-sale displays of other services at Sun City, such as accommodation
- Competitions
- Free entrance draws (100th visitor gets in for free) (5)

5.6
- It supplements advertising and other elements of marketing communication.
- It serves as an incentive for the consumer.
- It comprises a variety of activities and incentives.
- It is result orientated and it stimulates immediate reaction.
- There is a bargain involved.
- It has a short life span – only valid for a certain period.

(Any 5 × 1) (5)

5.7 Getaway shows✓✓

[Note to markers: This is an open question. Any relevant exhibition should be considered. It must be related to Sun City.] (2)

5.8 Because the Indaba is aimed at the industry✓ and Sun City's promotion is aimed at the consumer✓

[Note to markers: Students were asked for their opinion. They may answer in their own words, and marks should be allocated if the meaning is the same as that in the memo.] (2)

5.9
- To meet and greet guests on the VIP list
- 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
- To remain in public areas of the hotel as much as possible
- To liaise with industry and to offer 'give-aways'
- To supervise the information desk personnel
- To carry out site visits effectively
- To be responsible for all information literature and brochures

(Any 5 × 1) (5)

5.10
5.10.1 Job description
5.10.2 Job description
5.10.3 Job specification
5.10.4 Job description
5.10.5 Job specification

(5 × 1) (5)
[40]

TOTAL SECTION B: 140
GRAND TOTAL: 200

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