higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N6

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This question paper consists of 8 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 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–J) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1.1	Professional image	A	includes the complete travel package
1.1.2	Safety needs	B	40% of budget
1.1.3	Transport	C	providing alternative travel arrangements
1.1.4	Prospective client	D	form of leisure travel
1.1.5	Business travel	E	wearing a tag indicating your name
1.1.6	Product knowledge	F	incentive travel
1.1.7	Reduces absenteeism	G	manufacturing company
1.1.8	Accommodation	H	planned according to a set timetable
1.1.9	Presentation	I	protection, security, stability
1.1.10	Incentive travel	J	30% of budget

(10 × 1) (10)

1.2 Your travel agency decides to contact Steelworks SA as a possible business travel client.

1.2.1 Why would Steelworks SA be a good company to have on the books of your travel agency? (2 × 2) (4)

1.2.2 When preparing to sell business travel to Steelworks SA, what general information should your research include? (5)

1.3 Whilst pitching to Steelworks SA to do its business travel, you see the opportunity to convince the company to participate in your incentive travel programme as well.

1.3.1 What benefits does incentive travel have for Steelworks SA? (5)

1.3.2 How would you explain to the CEO of Steelworks SA what *incentive travel* is? (3)

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1.3.3 How will you convince the employees of Steelworks SA to participate in the incentive programme? (6)

1.3.4 Steelworks SA would like to know (in detail) what the budget of the incentive programme entails.

How would you explain it to the company? (12)

1.3.5 The CEO would like to know whether any factors would influence the final cost of the trip. If so, what are these factors? (6)

1.3.6 Draw up a questionnaire which you will give to the winners of the incentive programme of Steelworks SA to evaluate the success of the programme. Include at least FIVE questions in the questionnaire. (7)

1.3.7 What criteria would you, as the travel agent, use to evaluate the success of the programme? (2)

[60]

TOTAL SECTION A: 60

SECTION B

QUESTION 2

2.1 The term 'publics' refers to the various groups with which a company exchanges information.

Use the following scenarios to identify the type of publics:

2.1.1 The PRO sends out a letter, thanking all staff for their positive attitude towards the 'Save the Giraffe' project.

2.1.2 The PRO sends a basket of fruit to the CEO who is recovering from a heart operation.

2.1.3 On Valentine's Day, the company sends chocolates to all its clients.

2.1.4 All staff receives a complimentary umbrella showing the company logo.

(4 × 2) (8)

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2.2 Re-draw the following table in your ANSWER BOOK and sort the descriptions of job specifications (listed below) under the correct headings:

Personal characteristics	Personal appearance	Specific skills	Qualifications	Knowledge required

- Sense of responsibility
- Management skills
- Presentable
- Services SETA
- Various media to use during PR functions
- Professionalism
- Honesty
- Business awareness
- Journalism
- Organisational skills
- Personnel management
- Well groomed
- Ability to speak more than one language
- Company strengths and weaknesses
- Appropriately dressed (15)

2.3 You are the PRO of Sun City. Many people with small children are not visiting Sun City anymore because they think it is mainly a casino. You are requested to work on a publicity campaign to change that perception.

2.3.1 What would your first step be?

2.3.2 Does the situation comprise a positive or negative perception?

2.3.3 Which PR objective would you use to change the public's perception?

2.3.4 What would be your suggestion to attract more people with children to Sun City?

2.3.5 What would step FOUR of the publicity campaign entail?

2.3.6 How will you know whether your PR campaign has been successful?

2.3.7 Name ONE of the points you should keep in mind when determining the budget of a publicity campaign.

(7 × 1) (7)

[30]

QUESTION 3

3.1 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (3.1.1–3.1.5) in the ANSWER BOOK.

3.1.1 It doesn't matter what jewellery you wear during a radio interview.

3.1.2 You can portray a positive image on radio using your voice.

3.1.3 When you are interviewed on television, you need to look straight at the camera.

3.1.4 Horizontal stripes look best on television.

3.1.5 It is better to elaborate on your answers to ensure they are clearly understood.

(5 × 1) (5)

3.2 What type of events can Sun City have to gain media coverage which may increase the number of people with children who visit Sun City? (3)

3.3 What responsibilities does the PRO of a company have when answering enquiries from the press? (4)

3.4 How would you go about making the following events newsworthy in order to gain media coverage?

3.4.1 The opening of the new bungee jumping attraction at Moses Mabhida Stadium in Durban

3.4.2 The opening of the new information bureau in Stellenbosch

3.4.3 The opening of the country's highest spa at Dullstroom

(3 × 2) (6)

3.5 Differentiate between a *press conference* and a *press release*. (4)

3.6 The PRO of Sun City decides to hold a press conference to announce your publicity campaign in order to attract people with small children to Sun City (refer to QUESTION 2.3.4). You are requested to assist the PRO with the organising of the press conference.

What steps are to be followed in organising the press conference? Give a short explanation of each step, specifically relating it to your publicity campaign referred to in QUESTION 2.3.4. (18)

[40]

QUESTION 4

4.1 What would be the main objective for advertising a publicity campaign? (1)

4.2 Sun City wants to advertise its new entertainment centre to the public. The entertainment centre hosts 50 new rides as well as a babysitting facility. The entertainment centre has a big-screen television, and all water sports for children, under the age of 12, are free.

4.2.1 Select the most appropriate media to advertise Sun City's new entertainment hub to the public of South Africa and substantiate your choice with reference to FIVE advantages of the chosen media. (1 + 5) (6)

4.2.2 Which factors did you consider when selecting the appropriate advertising media in QUESTION 4.2.1? (7)

4.2.3 Are the media you have chosen in QUESTION 4.2.1 commonly utilised for advertising in the travel and tourism sector? (1)

4.2.4 What other types of media are used for advertising in the travel and tourism industry? (7)

4.2.5 Under which advertising category does your choice in QUESTION 4.2.1 fall? (2)

4.2.6 How can the AIDA principle be incorporated in your choice of advertising media referred to in QUESTION 4.2.1? (6)

[30]

QUESTION 5

5.1 Would a sales promotion or an advertisement be better to create awareness of Sun City's new entertainment centre?

Motivate your answer and explain the difference between an *advertisement* and a *sales promotion*. (1 + 5) (6)

5.2 What type of special offer would appeal to the target market mentioned in QUESTION 4.2? (2)

5.3 Would this sales promotion be aimed at the retailers or at the consumers? Give a reason for your answer. (1 + 1) (2)

5.4 What would be the objectives of the sales promotion for Sun City's entertainment centre? (6)

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5.5 Name FIVE examples of sales promotion tools for Sun City's entertainment centre. (5)

5.6 You choose to promote Sun City's new entertainment centre as a sales promotion, indicating that children under 12 years of age may enter for free for a limited period.

What characteristics should this sales promotion have? (5)

5.7 At what exhibition can Sun City effectively promote its sales promotion? (2)

5.8 Why would Sun City not advertise this promotion at the Indaba? (2)

5.9 What specific duties should be included in the job description of a public relations officer working in a hotel? (5)

5.10 State whether the following is a job description or a job specification:

5.10.1 Specific duties

5.10.2 Conditions of employment

5.10.3 Physical abilities

5.10.4 Possible hazards

5.10.5 Knowledge and skills

(5 × 1) (5)
[40]

TOTAL SECTION B: 140
GRAND TOTAL: 200

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