higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N6

21 October 2020

This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1

1.1 It can be defined as using land and/or air transport✓ for the purpose of conducting business✓ (2)

1.2
- Edgars
- Engen
- Dischem
- Spar
- Woolworths

These companies have different branches across South Africa and the CEO and other role players will have to travel between branches.✓✓ (5 + 2) (7)

1.3
- Dress neatly
- Keep colour and patterns in mind when putting an outfit together
- No underwear should be visible
- Hair should be clean, neat and presentable
- Nails should be short and clean
- Make-up should be light and fresh
- Do not wear any jewellery that would draw the attention away from what you are saying
- Cover up any visible tattoos
- Wear a tag with your name and the name of the travel agency
- Wear pleasing perfume
- Eat mints to keep your breath fresh
- A nice pair of shoes always impresses
- Men should be clean shaven (Any 5 × 1) (5)

[14]

QUESTION 2

2.1
- It motivates staff
- Reduces absenteeism
- Company goals are met
- Level of productivity increases
- Public image of the company is enhanced (5)

2.2 No✓ – Lolo's B&B is not the type of company for incentive travel – probably does not have a large sales team who can compete against each other.✓

Mercedes SA is a good company to use since they should have branches across the country and staff need to travel to the different branches.✓ (3)

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2.3
- How big is the company?
- What is the structure of the company?
- What are their methods of distribution?
- What are their product line?
- What is the nature and size of their sales force?
- How often do they use of incentive travel?
- Information on the company's previous incentive travel programmes and the results thereof? (Any 6 × 2) (12)

2.4
- The final cost of the trip will be influenced by the lead time between the quotes received and the actual trip
- The number of winners will impact on the cost of the trip
- Fluctuations in exchange rates will impact on the cost of the trip
- The location of the winners (4)

2.5

2.5.1	C
2.5.2	B
2.5.3	A
2.5.4	B
2.5.5	B
2.5.6	D
2.5.7	A
2.5.8	B
2.5.9	D
2.5.10	C

(10 × 2) (20)

2.6
- Was the incentive travel competition organised in an acceptable manner?
- Did you understand what was expected from you at all times?
- Did the timeline allow for the expected results?
- Was the trip worth all the effort you put in?
- Was the accommodation and transport to your liking?
- Were enough entertainment and activities booked?
- Were these activities stimulating and interesting enough?
- What activities could be included to make the trip more interesting?
- Will you participate in an incentive travel programme again?
- What problems occurred?
- How can these problems be avoided in future?
- What changes should be made?
- Do you have any suggestions for the next trip?
- Are you willing to act as reference for the travel agency? (Any 2 × 1) (2)

[46]

TOTAL SECTION A: 60

SECTION B

QUESTION 3

3.1

PERSONAL CHARACTERISTICS	PERSONAL APPEARANCE	SPECIFIC SKILLS	KNOWLEDGE REQUIRED	QUALIFICATIONS
Integrity ✓	Neat make-up✓	Operate Instagram✓	Company strengths✓	PR Diploma✓
Honesty✓	Clean shaven✓	Multilingual✓	Business awareness✓	PRISA✓
Work under pressure✓	Office wear✓	Excellent writer✓	PowerPoint✓	Services Seta✓

(5 × 3) (15)

3.2
- Press relations✓ – Candidate should explain how he/she would create awareness for saving water with reference to City Lodge CPT Waterfront. Interpret candidate's answer for correctness.✓✓
- Product publicity✓ – Candidate should explain how he/she would create awareness for saving water with reference to City Lodge CPT Waterfront. Interpret candidate's answer for correctness.✓✓
- Corporate publicity✓ – Candidate should explain how he/she would create awareness for saving water with reference to City Lodge CPT Waterfront. Interpret candidate's answer for correctness.✓✓
- Lobbying✓ – Candidate should explain how he/she would create awareness for saving water with reference to City Lodge CPT Waterfront. Interpret candidate's answer for correctness.✓✓
- Counselling✓ – Candidate should explain how he/she would create awareness for saving water with reference to City Lodge CPT Waterfront.. Interpret candidate's answer for correctness.✓✓ (5 × 3) (15)

3.3 ADVANTAGES OF TELEVISION
- It combines vision, sound and motion
- Appealing to the senses
- High attention
- High reach
- Can involve the entire family (Any 3 × 1)

ADVANTAGES OF RADIO
- Mass use
- High geographic and demographic selectivity where a particular audience can be reached
- No simultaneous competition from competitors
- No literacy needed
- Low cost (Any 3 × 1)

STUDENT CHOICE OF MEDIA TO USE✓

(3 + 3 + 1) (7)

3.4 CANDIDATE'S ANSWER TO BE INTERPRETED FOR CORRECTNESS – the candidate should explain what he/she will do attract media in order to gain media coverage for their water saving project.✓✓✓✓ (4)

3.5 A press facility visit is an occasion where good relations are built with the media.✓ During a press facility visit members from the media are invited to spend some time at your business.✓ This is also referred to as a social visit by the media.✓ (3)

3.6 Yes OR No✓ – MARKER TO INTERPRET CANDIDATE'S ANSWER – Candidate should state why the press facility visit is a suitable way to announce the project, if the answer was 'No', why not.✓✓ (3)

3.7
- Nature of the story
- Timing
- Location
- Speakers
- Invitation to the media
- Compilation of a press kit
- Visual aids
- The actual event
- Follow up (9)

3.8
- The contact information of the sender must be included in the top left-hand corner of the page
- Heading
- Headline
- Do not use clichés or industry jargon
- Write the dateline
- Start the release with your lead
- Use the middle of the release for any supporting information
- Do not advertise
- Use quotes
- The bottom of the release is used to add information which is good to know
- Use the last paragraph to include information about your company

(Any 5 × 1) (5)

3.9
- Historical fact sheet
- Event programme
- Information on the speakers
- Feature articles
- Broadcast information
- Reviews
- Visual material
- Information on upcoming events
- Corporate gifts (Any 5 × 1) (5)

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3.10
- Because the journalists have deadlines to adhere to and will respond to any other source also wanting to release information.
- Journalists are under pressure to report good stories within a certain time. (2)

3.11 PR is the practice of managing the spread of information✓ between an organisation and the public.✓ It establishes mutual understanding and good relationships between all the stakeholders of an organisation on a long-term basis.✓
Advertising focuses specifically on communication with the organisation's target audience, which is its potential consumers.✓ Advertising informs, reminds and persuades customers✓ to buy the services or products of the company and is aimed at the short term.✓ (6)

3.12
3.12.1 To inform
3.12.2 To remind
3.12.3 To inform
3.12.4 To persuade
3.12.5 To persuade

(5 × 2) (10)

3.13 Yes or No✓✓

ADVANTAGES	DISADVANTAGES
Credibility and prestige	Long ad purchase lead time
High quality reproduction	Some wasted circulation
Long lifespan	No guarantee of position
Good pass along readership	Limited flexibility
National coverage	Lots of competition
Usually loyal readers	

(2 + any 3 × 2) (8)
[92]

QUESTION 4

4.1 The main aim of advertising is to move people towards purchase decisions at the points of sale,✓ with an awareness of product offers and favourable attitudes✓ through brand building and changing of attitudes and shopping patterns.

Sales promotion on the other hand, uses special incentives to motivate prospective buyers,✓ especially at points of sale. In other words, sales promotion activities are aimed at converting initial interest in products into actual sales.✓ It is essentially a short-term plan. Immediate response is important.

Advertising offers reasons to buy a product or service.✓
Sales promotion offers reasons to buy now!✓ (6)

4.2
A
B
E
H
I

(5 × 2) (10)

4.3

COMPANY STAFF✓	DEALERS AND RETAILERS✓	CONSUMERS✓
• Bonuses✓ • Gifts✓ • Holiday trips✓	• Allowances✓ • Free offers✓ • Discounts✓	• Buy one, get one free✓ • Discount vouchers✓ • Coupons✓

(12)

4.4
- GETAWAY Show
- Indaba
- World Travel Market
- ITB

(4)

4.5

JOB DESCRIPTIONS	JOB SPECIFICATIONS
Job Title	Educational qualifications
Workplace	Experience
Summary of tasks and duties	Training
Specific duties	Knowledge and skills
Production standards	Responsibility
Equipment	Physical or personal requirements
Stock	Physical abilities
Supervision/Responsibility	Judgement
Conditions of employment	Attitude
Possible hazards	Communication skills
	Emotional characteristics
	Other special requirements

(Any 3 + any 4) (7)

4.6
- Determine the objective
- Evaluate the effects of the programme
- Determine the budget
- Test the programme
- Evaluate alternative strategies
- Coordinate with associated communications
- Identify the target market
- Develop the programme
- Implement the programme

(9)
[48]

TOTAL SECTION B: 140
GRAND TOTAL: 200

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