higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N6

(4021176)

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This question paper consists of 9 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. Start each question on a new page.
5. Use only a black or blue pen.
6. Write neatly and legibly.

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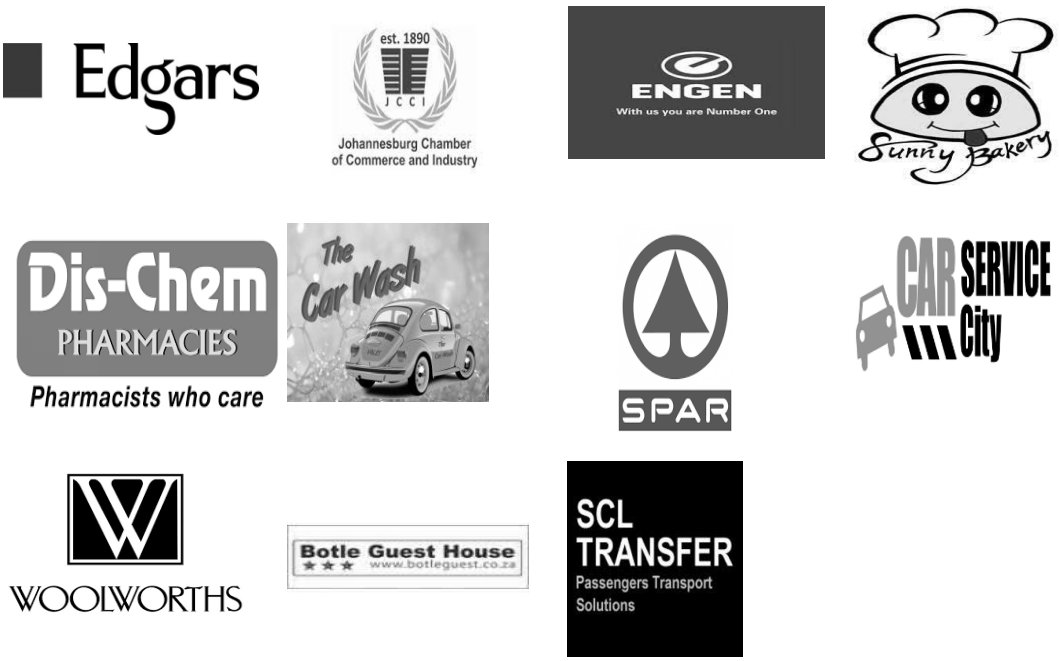
SECTION A

QUESTION 1

1.1 Define *business travel.* (2)

1.2 Choose FIVE of the following companies that would be good prospective business travel companies and give ONE reason why you chose those companies.



(7)

1.3 When selling business travel, projecting a professional image is very important.

Name FIVE steps one should follow to project a professional image. (5)

[14]

QUESTION 2

2.1 You are in charge of marketing and selling incentive travel for the company, Travel Explore, in Cape Town. You target Mercedes SA and Lolo's B&B as prospective clients.

What value does incentive travel hold for a company? (5)

2.2 Would you say that both companies mentioned in QUESTION 2.1 are good candidates to use for incentive travel? Give a reason for your answer. (3)

2.3 When providing the answer to QUESTION 2.2, it was necessary for you to give some thought to ensure that you target the correct company.

Prepare SIX questions that you would have asked to get the relevant information regarding the companies. (6 × 2) (12)

2.4 Name FOUR factors that will affect the final cost of a trip. (4)

2.5 Mercedes SA invites your company to pitch your incentive programme to their director.

Mercedes SA's existing sales figure is R12 000 000,00.

Various options are given as possible answers to the following questions. Choose the correct answer and write only the letter (A–D) next to the question number (2.5.1–2.5.10) in the ANSWER BOOK.

2.5.1 The projected sales increase is usually …

A 5%.
B 7%.
C 10%.
D 12%.

2.5.2 The company profit should be …

A R1 200 000,00.
B R240 000,00.
C R120 000,00.
D R24 000,00.

2.5.3 How much will the incentive budget then be?

A R120 000,00
B R24 000,00
C R12 000,00
D R1 200,00

2.5.4 If Mercedes SA wants 2 winners, how much money will be available per winner?

A R120 000,00
B R60 000,00
C R6 000,00
D R12 000,00

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2.5.5 The agency breaks down the costing per person.

How much is normally allocated to the promotion of a campaign?

A 5%.
B 10%.
C 15%.
D 20%.

2.5.6 How much money will be spent on transport per person?

A R12 000,00
B R18 000,00
C R48 000,00
D R24 000,00

2.5.7 How much money will they spend on meals for both winners?

A R18 000,00
B R6 000,00
C R9 000,00
D R14 000,00

2.5.8 What percentage of the spending is for accommodation?

A 20%
B 30%
C 40%
D 50%

2.5.9 What would other expenses not include?

A Changes to flights
B Room service
C Unforeseen entrance fees
D Transfers

2.5.10 Which ONE of the following is regarded as the most important component of the trip?

A Accommodation
B Meals
C Transport
D Promotion

(10 × 2) (20)

2.6 Formulate TWO questions which could be directed at the client to evaluate the success of the programme. (2)

[46]

TOTAL SECTION A: 60

SECTION B

QUESTION 3

3.1 Arrange the following job specifications under the correct subheadings. Redraw the table below in the ANSWER BOOK to complete the question.

Personal characteristics	Personal appearance	Specific skills	Knowledge required	Qualifications

PowerPoint; PR Diploma; operate Instagram; neat make-up; excellent writer; Services Seta; multilingual; integrity; office wear; honesty; business awareness; PRISA; company strengths; clean shaven; work under pressure

(5 × 3) (15)

3.2 If you were the PRO of City Lodge Cape Town Waterfront, how would you use each of the FIVE distinct activities associated with the role of the PR to create awareness of saving water during the drought experienced during 2017/2018? (5 × 3) (15)

3.3 Compare the advantages of a radio interview to that of a television interview and determine which media would be most suitable to advertise your PR campaign for City Lodge Cape Town Waterfront. (7)

3.4 Explain what can be done to make the PR campaign referred to in QUESTION 3.3 newsworthy in order to gain media coverage. (4)

3.5 What is the purpose of a press facility visit? (3)

3.6 Would a press facility visit be a suitable way to announce your water saving project to prospective guests? Give a reason for your answer. (1 + 2) (3)

3.7 Name the steps to follow when organising a press conference. (9)

3.8 Name FIVE requirements of a press release. (5)

3.9 Name FIVE pieces of information that a press kit usually contains. (5)

3.10 Why is it important that the PRO replies to the journalists' questions as soon as possible after an emergency? (2)

3.11 Differentiate between *advertising* and *PR.* (6)

3.12 Identify which objective is being used for the following advertising methods:

3.12.1 Describing available services.

3.12.2 Maintaining product awareness.

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3.12.3 Correcting false impressions.

3.12.4 Encouraging switching to your brand.

3.12.5 Building brand preference.

(5 × 2) (10)

3.13 Would it be suitable to advertise City Lodge Cape Town Waterfront's new special rates in the Getaway Magazine?

Give THREE advantages and THREE disadvantages of this type of media.

(2 + 6) (8)

[92]

QUESTION 4

4.1 Differentiate between *advertising and sales promotions.* (6)

4.2 Identify FIVE sales promotions from the examples below. Write only the correct alphabet letters next to the question number in the ANSWER BOOK.

A



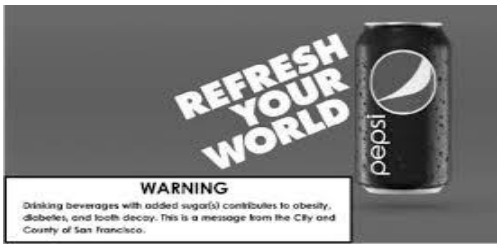
B



C



D



E



G



G



H



I J





(10)

4.3 Arrange the following sales promotion techniques into the three different sales promotion categories.

discounts; gifts; coupons; bonuses; buy-one-get-one-free; holiday trips; free offers; discount vouchers; allowances

(12)

4.4 Name FOUR exhibitions most common to the travel and tourism trade. (4)

4.5 Draft a list of THREE items that need to appear in a job description and FOUR items that need to appear in a job specification of a PRO of a hotel. (7)

4.6 Choose from the list below the NINE stages of a promotional campaign.

- Determine the objective
- Nature, cost and impact
- Evaluate the effects of the programme
- Determine the budget
- Lifespan of the programme
- Test the programme
- Evaluate alternative strategies
- Flexibility of the programme
- Location of the programme
- Coordinate with associated communications
- Identify the target audience
- Develop the programme
- The actual event
- Implement the programme
- Follow up

(9)
[48]

TOTAL SECTION B: 140
GRAND TOTAL: 200

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