



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

**N1520(E)(J3)H
JUNE EXAMINATION
NATIONAL CERTIFICATE
TRAVEL OFFICE PROCEDURES N4
(4021154)**

**03 June 2016 (X-Paper)
09:00–12:00**

This question paper consists of 11 pages and 1 addendum.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
TRAVEL OFFICE PROCEDURES N4
TIME: 3 HOURS
MARKS: 100

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.
-

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 BSP is a manual billing plan to help with the flow of data and funds between travel agents and airlines.
- 1.1.2 A fax machine can also be used to make a copy of the original document.
- 1.2.3 If an injury was sustained while the traveller took part in bungee jumping, the travel insurance company will not pay out.
- 1.1.4 It is important to give your computer password to at least one other staff member in case of an emergency.
- 1.1.5 The traveller must make sure to write the correct amount in words and numbers on the traveller's cheque.
- 1.1.6 The productivity of a travel agency can drop dramatically when documentation is misfiled.
- 1.1.7 The travel agency must make use of ordinary, surface mail to make sure that the client receives their passport in a safe manner and on time.
- 1.1.8 Information offices provide a service and will therefore not have other establishments competing with them.
- 1.1.9 An organogram is an organisational chart showing the different positions in the company.
- 1.1.10 Hanging files are used to save documents temporarily and is used for small pieces of paper like telephone messages.

(10 × 1) (10)

1.2 Study the receipt below and answer the questions.

PASSENGER ITINERARY/RECEIPT

NAME: SMITH / JOHN MR **ETKT NBR:** 123 45678910121

ISSUING AIRLINE: ABC AIRLINES
ISSUING AGENT: NST SINGAPORE SG /5488ACC
DATE OF ISSUE: 14MAY04 **IATA:** 12-345678

BOOKING REFERENCE: ABCDEF/EE **BOOKING AGENT:** A1B2CDE

DATE	AIRLINE	FLT	CLASS	FARE BASIS	STATUS
23JUL	ABC AIRLINES	60	ECONOMY	NLGV4A	CONFIRMED
	LV: SINGAPORE		AT: 0850	DEPART: TERMINAL 2	
	AR: BANGKOK		AT: 1010	ARRIVE: TERMINAL 2	
	BAGS: 20K		VALID: 23JUL-23JUL		
25JUL	ABC AIRLINES	973	ECONOMY	NLGV4A	CONFIRMED
	LV: BANGKOK		AT: 1440	DEPART: TERMINAL 2	
	AR: SINGAPORE		AT: 1800	ARRIVE: TERMINAL 2	
	BAGS: 20K		VALID: 25JUL-25JUL		

ENDORSEMENTS: VALID SQ FLT/DATE SHOWN.NO REFD/FFP/UPGRADE.GV4.QS-

FARE CALC: SIN AB BKK58.49AB SIN58.49NUC116.98END ROE1.709501SITI

FORM OF PAYMENT: INV AGT
FARE: SGD200.00 **T/F/C:** 21.00SG **T/F/C:** 18.00YQ
TOTAL: SGD239.00

T/F/C: TAX/FEE/CHARGE

NOTICE

CARRIAGE AND OTHER SERVICES PROVIDED BY THE CARRIER ARE SUBJECT TO CONDITIONS OF CONTRACT, WHICH ARE HEREBY INCORPORATED BY REFERENCE. THESE CONDITIONS MAY BE OBTAINED FROM THE ISSUING CARRIER.

WE RECOMMEND THAT YOU CARRY THIS RECEIPT WITH YOU IN CASE YOU MAY BE REQUIRED TO SHOW YOUR PROOF OF PURCHASE TO THE IMMIGRATION OR ANY OTHER THIRD PARTY.

1.2.1 What type of STD is represented in the picture above? (1)

1.2.2 Use examples from the receipt above to identify any FIVE elements that must appear on this type of document. (5)

1.2.3 What does the acronym STD stand for? (1)

1.2.4 Name and explain the use of TWO other STD documents. (2 × 2) (4)

- 1.3 Sam would like to make a booking on Mango for a flight from Port Elizabeth to Cape Town. He would like to pay online with his credit card.

What is the procedure that Sam should follow when paying online with his credit card?

(5)

- 1.4 Explain the difference between *cancellation* and *curtailment* in terms of travel insurance by providing an example of each.






(2 × 2)

(4)

[30]

QUESTION 2

- 2.1 Choose a description in COLUMN B that matches a picture in COLUMN A. Write only the letter (A–J) next to the question number (2.1.1–2.1.10) in the ANSWER BOOK.

COLUMN A	COLUMN B
<p>2.1.1</p> 	<p>A alphabetical filing</p> <p>B travel insurance company</p> <p>C organogram</p> <p>D global distribution system (GDS)</p>
<p>2.1.2</p> 	<p>E external noise</p> <p>F confidential information</p>
<p>2.1.3</p> 	<p>G used to make duplicates</p> <p>H artificial ventilation</p> <p>I used as a debit card in another country</p> <p>J private posting service in the travel industry</p>
<p>2.1.4</p> 	
<p>2.1.5</p> 	

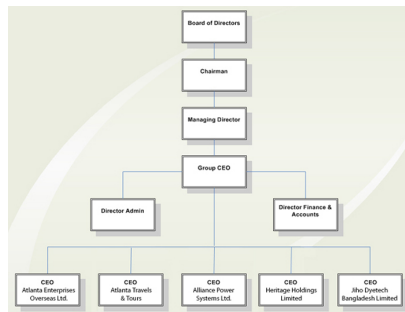
2.1.6



2.1.7



2.1.8



2.1.9



2.1.10



10 × 1

(10)

2.2 Draw a diagram of the combined office layout of Jetset Travel. The following staff members work in this travel agency:

- Manager
- Accountant (with the safe)
- Two senior consultants
- Two corporate agents
- One junior consultant
- One receptionist
- One tea lady
- One delivery man

The agency has a separate copy room as well as a brochure rack behind each junior and senior consultant. Clearly show the entrance of Jetset Travel. (15)

2.3 The steps to follow when filing are listed below, but they are not in order.

Rearrange the steps in the correct order. Write only the letters (A–E) in the correct order next to the question number (2.3) in the ANSWER BOOK.

- A Placing
- B Sorting
- C Instruction to file
- D Cross-referencing
- E Reference

(5 × 1) (5)

2.4 Explain the process that should be followed before sending out a travel agency's mail. (7)

[37]

QUESTION 3

3.1 Use the remittance and incoming mail register on ADDENDUM A (attached) to record the mail items on the next page that were received on 10 June 2015. The following staff members work at Jetset Travel:

- Janice Bondi (manager)
- Sherryl Dale (accountant)
- Betsie Molapo (senior consultant)
- Cayla Witt (junior consultant)

NOTE: Detach ADDENDUM A and hand it in with the ANSWER BOOK.

- 3.1.1 Received a cheque to the amount of six thousand and seventy Rand from Mr Shosa as a deposit towards his cruise. Issued receipt number twenty-two.
- 3.1.2 Received the visas from the USA consulate for the Johnson family's holiday to Disney World. This was the 5th mail item you opened today.
- 3.1.3 Received a letter of complaint from Dennis Baker in connection with his stay at the Beach view bed and breakfast last month.
- 3.1.4 Received a postal order to the amount of six hundred and ten Rand from Thandi Mooi as payment of her Translux ticket to Cape Town. (22)
- 3.2 Answer the following questions concerning the POPI Act:
- 3.2.1 What does the acronym stand for? (1)
- 3.2.2 What is the purpose of the act? (3)
- 3.2.3 State SEVEN types of personal information according to the act. (7)
- 3.2.4 How can clients control access to their personal information? (3)
- 3.2.5 What is the aim of the act? (3)
- 3.3 What general guidelines can Jetset Travel implement to make sure that files are returned on time and do not go missing? (4)
- [43]**
- TOTAL SECTION A: 110**

SECTION B**QUESTION 4**

- 4.1 Complete the following sentences by using the words provided in the list below. Write only the word(s) next to the question number (4.1.1–4.1.10) in the ANSWER BOOK.

need; blog; consumption; strategy; disposable income;
customer service; research; production; buying signals;
want; marketing; income; place; product knowledge;
collaborative projects; product

- 4.1.1 ... happens when the tour operator recognises the need of the consumer and produces a tour package to satisfy those specific needs.
- 4.1.2 ... happens when the customer actually goes on the tour provided by the tour operator.
- 4.1.3 A ... is something that is essential, that you cannot live without.
- 4.1.4 ... is the total amount of money that a person receives during a month or year.
- 4.1.5 Market ... is an action or activity of gathering information about consumers' needs and preferences.
- 4.1.6 ... refers to providing the product at a place which is convenient for consumers to access.
- 4.1.7 ... allow groups of people to work together to create online content.
- 4.1.8 ... is the personal attention given to a customer.
- 4.1.9 A change in the tone of the customer's voice is an example of ...
- 4.1.10 Going through brochures and travel magazines is an example of ...
(10 × 1) (10)

- 4.2 Jetset Tours is introducing a new tour to Disney World in the USA for only R 26 500 for a family of four. The manager asks you to develop an advertisement which will be placed in a national newspaper to advertise this new tour.

Jetset Tours is located in Shop 20, Greenacres shopping mall, Port Elizabeth, 6001. Their telephone number is 041-363 1234. Bookings can also be made on their website: jetsettours@info.com.

Design an advertisement that contains all FOUR elements of the marketing mix.
(8 + 2) (10)

4.3 Name and briefly explain the THREE eras of the marketing evolution. (3 x 3) (9)

4.4 Complete the table below. Write only the answer next to the question number (4.4.1–4.4.10) in the ANSWER BOOK.

TYPE OF SOCIAL MEDIA	DESCRIPTION	ADVANTAGE	DISADVANTAGE	EXAMPLE
Collaborative projects	4.4.1	4.4.2	Anyone can edit or add content or May not always be reliable	Wikipedia
4.4.3	Discussion or information given in chronological order	Easy way to keep people informed of what you are doing or Can add pictures or Free way of writing and expressing what you think	4.4.4	Cape Town Tourism blog or Personal blog or Twitter
Content communities	Offer users the ability to share different types of media	4.4.5	4.4.6	YouTube or Pinterest
Social networking sites	Applications that allow users to connect with each other	4.4.7	Risk for identity theft and fraud or Personal information can be used by criminals	4.4.8

(8 × 1) (8)

4.5 Write the following clients' surnames out in the phonetic alphabet:

4.5.1 Mti (3)

4.5.2 Klaas (5)

[45]

QUESTION 5

5.1 Read the scenario below and answer the questions.

On the 10th of June 2015, Daniella walks in at Jetset Travel and speaks to Betsie Molapo, the senior consultant, about a tour to Europe. Daniella's parents are giving her this tour as a 21st birthday present. Betsie showed Daniella various different brochures and Daniella finally decided on the Europe tour offered by Trafalgar Tours because it was the cheapest of all the Europe tours. Betsie explains all the terms and conditions to Daniella after which Daniella gave Betsie her credit card to pay for the tour. Betsie and Daniella make another date to meet so that Daniella can collect all her documents.

5.1.1 Who is buying the product?

5.1.2 What product is being bought?

5.1.3 When is the product being sold?

5.1.4 Where is the product being sold?

5.1.5 Why is the client buying the product?

5.1.6 How is the client paying for the product?

(6 × 2) (12)

5.2 Draw a diagram to illustrate Maslow's hierarchy of needs. (12)

5.3 Name and briefly explain the SEVEN steps of the selling process. (14)

5.4 State any SEVEN rules that should be followed when selling over the telephone. (7)
[45]

TOTAL SECTION B: 90
GRAND TOTAL: 200