higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N6

(4021176)

16 November 2016 (X-Paper)
09:00–12:00

Calculators may be used.

This question paper consists of 7 pages.

GENERAL STUDIES

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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 What is business travel and why is it important for travel agencies? (3)

1.2 Name the steps which are used when selling business travel. (6)

1.3 You have booked Mr Peter Ellerine from Ellerine Furnishers on a business trip to Los Angeles.

How can you make sure whether everything went well on the trip? (4)

1.4 What type of information would be included in a travel pattern? (6)

1.5 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.5.1–1.5.5) in the ANSWER BOOK.

1.5.1 Prospective business clients can be found through the internet.

1.5.2 When doing a presentation to a company for business travel, a travel package and itinerary should be included.

1.5.3 Business travellers have a lot of time because they are not paying for the trip.

1.5.4 Only larger companies should be business travellers.

1.5.5 Business travellers can easily include a leisure trip as part of the business trip.

(5 × 1) (5)

1.6 Name SIX reasons why people travel for business. (6)

[30]

QUESTION 2

2.1 Illustrate why incentive travel is so attractive in the business world by referring to Maslow's hierarchy. (10)

2.2 You are in charge of incentive travel in your travel agency and will be doing a presentation to ABSA Bank.

Make an example of one slide where you give the benefits of incentive travel for the employees. (10)

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2.3 How can you identify prospective clients? (6)

2.4 Name FOUR factors which affect the final cost of an incentive trip. (4)
[30]

TOTAL SECTION A: 60

SECTION B

QUESTION 3

3.1 Explain what internal and external publics are and give an example of each. (4)

3.2 What does PRO stand for? (1)

3.3 Refer to the advertisement below and answer the questions that follows:

MICHAELANGELO HOTEL AND TOWERS

Invites all interested parties to apply for the vacancy of a Public Relations Officer. The successful candidate should have a PRISA registered qualification or similar or a three-year National PR Diploma.

The successful candidate will be expected to have a sound knowledge of the hotel industry as well as business awareness and a good knowledge of current affairs. The candidate must have good writing, speaking and listening skills and must be honest and have a strong sense of responsibility. Photographic skills will be an advantage.

The successful candidate should be well-groomed and presentable and should dress according to the image of the Michaelangelo Hotel and Towers. It will be expected from the candidate to have moral and personal integrity and good knowledge of various media which can be used during the public relations functions.

Candidates are requested to send their CV with certified copies of qualifications to the HR manager, Mr A. De Beer at MICHAELANGELO HOTEL AND TOWERS, Maud Street, Sandton. Entries close on 10 August 2016. Only successful applicants will be notified.

3.3.1 Draw a table with 5 columns. Write each job specification for a PR practitioner at the top of each column as heading. (5 × 1) (5)

3.3.2 Under each heading give examples from the extract which fall under each particular heading. (12 × 1) (12)

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3.4 Name the SIX steps in the PR process. (6)

3.5 What communication channels and activities can be used to get the message to the client? (2)

[30]

QUESTION 4

4.1 What means of advertising would you use to advertise the following?

4.1.1 Opening of ALWAYS Travel Agency in Cradock

4.1.2 Contiki Tour to Euro Disney

4.1.3 Table Mountain being named a world heritage site

(3 × 1) (3)

4.2 What is a press facility visit? (2)

4.3 State whether each of the following events would require a press conference or a press release:

4.3.1 A new runway for Lanseria Airport

4.3.2 One of the cruise liners of Starlight Cruises sank.

4.3.3 The Chamber of Commerce and Industry introduces a new business network

4.3.4 SAA announces the resignation of its CEO

4.3.5 Aircruz, a new airline announces the schedule for its first flight

(5 × 1) (5)

4.4 State and explain with regard to press enquiries:

4.4.1 Who may answer queries? (2)

4.4.2 Who may not answer queries? (2)

4.4.3 What is the responsibilities of the PRO when answering enquiries? (3)

4.4.4 What are the responsibilities of the PRO regarding follow-up? (3)

[20]

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QUESTION 5

5.1 If an advertisement used the AIDA principle, describe what is meant by AIDA in this context. (4 + 4) (8)

5.2 Name FIVE different types of media used for advertising in the tourism industry. (5)

5.3 You work at Starlight Cruises. You need to advertise a cruise package.

What would be the best type of media to use? Refer to the factors which should be taken into consideration when making your final decision. (8)

5.4 State THREE advantages and THREE disadvantages of the type of media you chose in QUESTION 5.3. (6)

5.5 Explain why the local PETRO'S B & B would not advertise in the Getaway magazine. Refer to the weaknesses which are relevant in this case. (3)

[30]

QUESTION 6

6.1 Draw the following table in your ANSWER BOOK and name THREE objectives of advertising and THREE characteristics of sales promotions.

ADVERTISING OBJECTIVES	SALES PROMOTION CHARACTERISTICS
1.	1.
2.	2.
3.	3.

(6)

6.2 Name FOUR objectives of sales promotions for each of the following categories:

6.2.1 Company staff

6.2.2 Dealers and retailers

6.2.3 Consumers

(3 × 4) (12)

6.3 A promotional campaign requires a lot of planning and preparation.

Name the stages of establishing a promotional campaign. (9 × 1) (9)

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6.4 The following are types of exhibitions held in the tourism industry.

Name the type of exhibition for each example.

6.4.1 INDABA

6.4.2 GETAWAY SHOW

6.4.3 Chamber of Commerce and Industry network evening

(3 × 1) (3)

6.5 Give examples of at least THREE travel workshops, stating the hosting country and the month in which they take place. (6)

6.6 Briefly explain what happens at a travel workshop. (4)

[40]

QUESTION 7

You work for the Sheraton Hotel in Pretoria. You are requested to draft a job description and job specification of the Hotel PRO, using the following headings:

7.1 Job title

7.2 Workplace

7.3 Task summary

7.4 Production standards

7.5 Authority

7.6 Specific duties

7.7 Responsible to

7.8 Responsible for

[20]

TOTAL SECTION B: 140
GRAND TOTAL: 200

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