



higher education
& training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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JUNE EXAMINATION
NATIONAL CERTIFICATE
TOURISM COMMUNICATION N5
(5140195)

9 June 2016 (X-Paper)
09:00–12:00

OPEN-BOOK EXAMINATION

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
TOURISM COMMUNICATION N5
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. ALL the questions are tourism related and the answers must reflect the situation in the tourism industry.
 5. Be specific and provide factual and relevant answers. No marks will be earned with meaningless and vague answers.
 6. Start each question on a NEW page and rule off on completion of the question.
 7. Leave a line between the answers to the short questions.
 8. Read the background information carefully and, where possible, base your answers on that information.
 9. Only material handed out in the examination venue may be used. You are not allowed to use paper or pictures from your resource material.
 10. Write neatly and legibly.
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BACKGROUND

Sail Away Cruises are offering a Valentine's cruise from 7 to 19 February 2017, starting in Durban. Highlights include Maputu, Port Louis (Mauritius), Fort Dauphin (Madagascar) and Reunion. The price of R12 500 p.p. includes return airfares ex Johannesburg and meals and entertainment on board. You are entitled to a free upgrade to our Fabulous Excitement deal which includes priority dining. Port taxes and gratuities are extra. When you book you will receive up to R1 500 on-board credit per cabin to spend on drinks, shore excursions, spa treatments, et cetera, while at sea.

23 High Road, Johannesburg, tel 011 234 5678

QUESTION 1

Mr and Mrs Moitsi booked and paid for this cruise. When they were later notified that they must register their credit card with the company as a compulsory gratuity of R250 per day will be deducted as well as a 15% service fee on every bar service and R500 pp for every time they want to go ashore, they were shocked.

As they were not informed during booking about these extra costs Mr and Mrs Moitsi decided to cancel the cruise and requested a full refund.

Emma Holland, who did their booking, now refuses to cancel it as they should have expected that tipping and gratuities are part of travel expenses. They should also have read the small print.

- 1.1 Explain the difference between *functional* and *dysfunctional* conflict. (2 × 2) (4)
- 1.2 Indicate whether the conflict in each of the cases below was FUNCTIONAL or DYSFUNCTIONAL. Choose the answer and write only 'functional' or 'dysfunctional' next to the question number (1.1–1.2) in the ANSWER BOOK.
- 1.2.1 Mr Moitsi took legal action against Sail Away Cruises. His booking was cancelled and he received a refund.
- 1.2.2 Because of the number of cancellations following Mr Moitsi's court case the cruise had to be cancelled. (2 × 2) (4)
- 1.3 Indicate which of the following are POSITIVE or NEGATIVE results of the conflict. Choose the answer and write only 'positive' or 'negative' next to the question number (1.3.1–1.3.4) in the ANSWER BOOK.
- 1.3.1 The legal action Mr Moitsi took was reported in the newspapers.
- 1.3.2 Sail Away Cruises refunded Mr Moitsi after he had cancelled his booking.
- 1.3.3 The crew went on strike after the cruise had been cancelled.
- 1.3.4 Emma Holland now informs all clients of the extra costs. (4 × 1) (4)

- 1.4 After receiving the request to register his credit card Mr Moitsi went to the booking office to complain about the misinformation.

Name FOUR facts that he should mention in his complaint. (4)

- 1.5 Name TWO adjustments which Mr Moitsi could expect from the company. (2 × 2) (4)

- 1.6 Various situations may arise from this incident.

- 1.6 1.6.1 Of what type of misconduct can the company accuse Miss Holland? (2)

- 1.6.2 Could the situation in QUESTION 1.6.1 lead to a disciplinary hearing or a grievance procedure? (2)

- 1.6.3 Motivate your answer in QUESTION 1.6.2. (3)

- 1.6.4 Name THREE rights that Miss Holland would have in this situation. (3)

- 1.7 A number of situations at work can lead to dismissal.

Match the situations in COLUMN A with the type of misbehaviour in COLUMN B. Write only the letter (A–D) next to the question number (1.7.1–1.7.4) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.7.1	Emma was asleep at her desk and Mr Moitsi had to wake her up.	A	incompetence
1.7.2	Emma failed to explain the terms and conditions to the clients.	B	misconduct
1.7.3	Jean and Emma often have disagreements in the presence of the clients.	C	incompatibility
1.7.4	Emma addressed the clients in Afrikaans and was not able to speak to them in English.	D	negligence

(4 × 1) (4)

1.8 Indicate whether the following are examples of sexual harassment. Chose the answer and write only 'Yes' or 'No' next to the question number (1.8.1–1.8.6) in the ANSWER BOOK.

- 1.8.1 Jacques expects sexual favours from the ladies in the office.
- 1.8.2 Peter is always courteous to the ladies. He lets them enter a room first, pulls out their chairs, et cetera.
- 1.8.3 Juliet keeps on inviting male colleagues to her flat for a drink.
- 1.8.4 Everybody in the office is complaining about the jokes with a sexual innuendo that Rufus tends to tell.
- 1.8.5 Manuel tries to date all the new girls.
- 1.8.6 Mary dresses provocatively when going to the office. She wears tight minis and shows quite a cleavage.

(6 × 1)

(6)
[40]

QUESTION 2

2.1 Reply to a letter of enquiry

Petunia Mudau wrote a letter of enquiry regarding cruises. She plans to take her annual leave in February and is interested in an Indian Ocean cruise not only along the South African coast and lasting longer than a week.

You are Emma Holland from Sail Away Cruises, PO Box 1234, Johannesburg, 2000.

Write the reply to Petunia Mudau's letter of enquiry, using the information in the background. Her address is 26 Blossom Street, Kempton Park, 1620.

LAYOUT	LANGUAGE	CONTENTS
4	6	10

(20)

2.2 Cover letter (Application)

Emma Holland saw an advertisement in the *Sunday Express* of 5 June 2016 for a position as senior consultant at World Travel And Tours and decided to apply. The position is for the office in Kempton Park. The address is 24 Main Road, Kempton Park, 1620.

Write the cover letter to accompany Emma's CV to apply for this position.

Do NOT include the CV.

LAYOUT	LANGUAGE	CONTENTS
4	3	7

(14)

2.3 Curriculum Vitae

Write only the part of Emma's CV containing the information about her academic qualifications.

(6)
[40]

QUESTION 3

In the light of what happened with the Moitsi's booking the manager realised once again the importance of verbal as well as nonverbal communication with clients, and that staff members must be observant at all times. He is therefore organising a seminar on communication and the barriers to effective communication.

- 3.1 Name THREE examples of nonverbal communication of clients which consultants should be able to observe and pay attention to. (3 × 2) (6)
- 3.2 Give FIVE hints to the staff to help them improve their listening skills. (5)
- 3.3 Arrange the tasks below in order of priority. Write only the letter (A–G) next to the question number (3.3.1–3.3.7) in the ANSWER BOOK.
- 3.3.1 A Select a suitable venue.
 - 3.3.2 B Plan the programme.
 - 3.3.3 C Arrange the catering.
 - 3.3.4 D Decide on a date for the seminar.
 - 3.3.5 E Issue questionnaires to the members attending.
 - 3.3.6 F Test all equipment and ensure everything is in order.
 - 3.3.7 G Invite a guest speaker.
- (7 × 1) (7)

3.4 Name THREE objectives that the manager would like to achieve with this seminar. (3)

3.5 Explain why each of the following media would be best for the purpose indicated:

3.5.1 TV and video: How to deal with clients

3.5.2 Graphs: Showing results of poor communication

3.5.3 Flip chart and brainstorming: Ways to communicate effectively (3 × 2) (6)

3.6 List FOUR ways in which Mr Mashilo, the guest speaker, can get the attention of the audience when delivering his speech. (4)

3.7 Explain what is meant by an *interview*. (4)

3.8 During an interview a variety of questions can be asked.

Choose a type of question from COLUMN B to match the example in COLUMN A. Write only the letter (A–E) next to the question number (3.8.1–3.8.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.8.1	Where were you employed for the first time?	A	hypothetical question
3.8.2	What would you do if someone starts to abuse you verbally?	B	open-ended question
3.8.3	Do you have experience of cruises?	C	specific question
3.8.4	Everybody uses the company's phone for private calls, do you agree?	D	closed question
3.8.5	Why do you want to commute daily between Pretoria and Johannesburg?	E	leading question

(5 × 1) (5)
[40]

QUESTION 4

4.1 Define *advertising*. (4)

4.2 Indicate whether SUBJECTIVE or OBJECTIVE language is being used in the examples below. Choose the answer and write only 'objective' or 'subjective' next to the question number (4.2.1–4.2.5) in the ANSWER BOOK.

4.2.1 The cost of a cruise from Durban to Cape Town is R5 400.

4.2.2 Cruising is the most convenient way to travel.

4.2.3 There will be 2 000 passengers on the boat.

4.2.4 You will be able to disembark at each port.

4.2.5 This cruise would be the experience of a lifetime.

(5 × 1) (5)

4.3 Before you can advertise you have to determine the purpose of the advertisement.

What would be the purpose of the advertisement in each of the following examples?

4.3.1 Book before 12 December and receive a R1 500 voucher.

4.3.2 Pensioners and children pay half-price.

4.3.3 We have been cruising the oceans for fifty years and we are still maintaining our high standards.

(3 × 1) (3)

4.4 Who would be the target audience for each of the following advertisements?

4.4.1 Book now for a special family discount.

4.4.2 There will be live entertainment and dancing each night.

4.4.3 There are conference facilities on board.

(3 × 1) (3)

- 4.5 You must address people's needs if you want them to react to an advertisement.

Which need is addressed in each of the following advertisements?

- 4.5.1 All meals are included in the cruise fare.
- 4.5.2 This is the ideal opportunity for friends to spend a wonderful time together.
- 4.5.3 You may even be chosen as ocean king or queen.
- 4.5.4 Now is the opportunity to do a writer's course on board and start writing.
- 4.5.5 There is an evacuation drill every Tuesday on the boat in case of an emergency.

(5 × 1) (5)

4.6 **Notice for the notice board**

Use a full page in the ANSWER BOOK to draw up a notice for the notice board outside the office to inform the public that there are only a limited number of spaces available on the Valentine's cruise. If they are interested, they must book immediately.

They can contact Emma (telephone number 011 234 5678) or book in the office.

Use the information in the background to draw up the notice. This must not be done in a paragraph, but the layout must be fit for a notice board.

(20)
[40]

QUESTION 5

- 5.1 Organisational structures and formal communication channels within the company are essential. Often an informal channel is also necessary.

Name the type of communication channels used in each of the following situations:

- 5.1.1 Mr Tulare, the manager, requests the accounts department to assist him with the budget.
- 5.1.2 Miss Holland informed Mr Tulare that Mr Moitsi cancelled his booking.
- 5.1.3 Emma asks Mary whether it is true that the company is in financial trouble.
- 5.1.4 All the heads of departments discuss the flood of cancellations.

(4 × 1) (4)

5.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (5.2.1–5.2.7) in the ANSWER BOOK.

5.2.1 A management meeting is a private meeting.

5.2.2 Certain conditions may be included in the notice of a meeting.

5.2.3 An ad hoc committee could investigate the reasons why bookings were cancelled.

5.2.4 Minutes are written in the third person.

5.2.5 The secretary must ensure that the attendance register is available to be signed by members.

5.2.6 The chairperson determines the sequence of speakers during the meeting.

5.2.7 The secretary is responsible for preparing the minutes for the next meeting.

(7 × 1) (7)

5.3 Draw TWO columns in the ANSWER BOOK with the headings PRIVATE MEETING and PUBLIC MEETING.

Now indicate THREE differences between these two types of meetings.

(3 × 2) (6)

5.4 List THREE duties of the secretary regarding the preparation for a meeting. (3)

5.5 You were the secretary for the staff meeting of Sail Away Cruises that was held on Thursday 9 June 2016 at 10:00 in the staff room. This was a special meeting to decide how to deal with all the cruise cancellations. Mr Tulare is the chairperson. 21 staff members attended the meeting. Emma Holland and Sandra Petse were both on sick leave.

Write the minutes for this meeting and list at least THREE decisions taken to prevent future cancellations. (Keep the background in mind.)

(20)
[40]

TOTAL: 200