



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N4

22 May 2024

This marking guideline consists of 8 pages.

QUESTION 1

- 1.1
- | | |
|--------|-------|
| 1.1.1 | True |
| 1.1.2 | False |
| 1.1.3 | True |
| 1.1.4 | True |
| 1.1.5 | False |
| 1.1.6 | False |
| 1.1.7 | True |
| 1.1.8 | True |
| 1.1.9 | False |
| 1.1.10 | True |
- (10 × 1) (10)
- 1.2
- | | |
|-------|-----------------------|
| 1.2.1 | Semantic barrier |
| 1.2.2 | Psychological barrier |
| 1.2.3 | Physical barrier |
| 1.2.4 | Physiological barrier |
| 1.2.5 | Perceptual barrier |
- (5 × 1) (5)
- 1.3
- You must be a good listener and be sympathetic.
 - Do not use emotive language, as your efficiency as a sender depends on your general control of language.
 - If you cannot answer a question immediately, offer to research the facts.
 - Use face-to-face communication whenever possible for accurate feedback.
 - Think clearly so that you know what to say. A clear, strong voice is necessary when conveying your message.
 - Make sure that your oral message is understood either by repeating it or by getting the receiver to repeat the message to you.
 - To be fully effective, communication must be a two-way process.
 - Try to eliminate physical barriers as far as possible.
 - Do a follow-up conversation with a client, which will enable you to find out how the trip was experienced.
- (Any 5 × 2) (10)
- 1.4
- | | |
|-------|---|
| 1.4.1 | It involves communication by using your sense of hearing to get the message from certain sounds or signals other than language and words. |
| 1.4.2 | This is the study of distance or the amount of space we maintain between others and ourselves while communicating. |
| 1.4.3 | It refers to all gestures, facial expressions, bodily movements and posture while communicating and does not depend on words. |
| 1.4.4 | They are pictures, different types of lettering, charts, photographs, illustrations, pictograms, symbols, etc. used to convey messages. |
| 1.4.5 | This relates to your clothing, general grooming, personal hygiene, the way you carry yourself and the impression created. |
- (5 × 2)

- 1.5
- Expert evaluation
 - Changes in behaviour
 - Support
 - Voluntary comments in the mass media
 - Tests and examinations
 - Questionnaires
 - Direct observation
- (Any 5 × 1) (5)

[40]

QUESTION 2

- 2.1
- She must be satisfied with herself, have positive views of herself and accept herself and others.
 - She must be able to have warm, caring relationships.
 - She must be capable of controlling her emotions and expressing them in a balanced manner.
 - She must be able to express herself.
 - She must be comfortable in the company of others and get along well with them.
 - She must accept criticism and be capable of distinguishing between fair and unfair criticism.
 - She must have a sense of humour.
 - She must be prepared to take calculated risks.
- (Any 5 × 2) (10)

- 2.2
- Happiness
 - Anger
 - Fear
 - Sadness
 - Shyness
 - Disgust
 - Surprise
 - Anxiety
- (Any 5 × 1) (5)

- 2.3
- | | |
|-------|-------------|
| 2.3.1 | Choleric |
| 2.3.2 | Sanguine |
| 2.3.3 | Melancholic |
| 2.3.4 | Phlegmatic |
| 2.3.5 | Primary |
- (5 × 1) (5)

- | | | | |
|-----|-------|--|--------------------|
| 2.4 | 2.4.1 | Mary goes to the gym every day because she wants to stay healthy. OR Khumo is attending extra classes for Mathematics because she wants to become a medical doctor. OR Michael is reading more books because he wants to expand his knowledge. (Any 1 × 1) | |
| | 2.4.2 | Mary is always on time for work because she wants to win the incentive travel planned for end of the year. OR Khumo decided to wash the dishes because her mother promised to give her pocket money. OR Michael is attending extra classes because his parents want him to be a civil engineer. (Any 1 × 1)
(2 × 1) | (2) |
| 2.5 | | It is the way you think about and understand someone or something. OR It is the study of the immediate experience, influenced by previous experiences. OR It is a process by which individuals organise and interpret their sensory impressions in order to give meaning to their environment. (Any 1 × 2) | (2) |
| 2.6 | | <ul style="list-style-type: none"> • Deal with them in a sensitive and respectful way. • Tolerance for different personalities and opinions is important. • Find out what interests you have in common. • Respect individuality and privacy. • Communicate clearly and appropriately and be tactful. • Be fair, honest and professional. • Develop problem-solving abilities. • Never seek preferential treatment. • Never steal clients. | (Any 5 × 1)
(5) |
| 2.7 | 2.7.1 | <ul style="list-style-type: none"> • Painful neck and shoulder muscles • Chest pains • Stomach pains/Digestive problems • High blood pressure • Anxiety attacks and depression • Diabetes • Gout • Headaches • Insomnia • Asthma | (Any 4 × 1)
(4) |
| | 2.7.2 | It is state of mental tension and worry caused by problems in your life, work, etc. OR It is the physiological, psychological and behavioural response of an individual being seeking to adapt and adjust to both internal and external pressures. (Any 1 × 2) | (2) |

- 2.8
- Recognise your strengths and weaknesses.
 - Set realistic goals and plan how you will achieve them.
 - Encourage yourself to achieve success.
 - Adopt a positive attitude.
 - Do not make bad or negative remarks about yourself.
 - If you have achieved something, pat yourself on the back and be proud of it.
 - Learn to control your feelings.
 - Make a habit of judging criticism, and if it is justified, do something to correct the matter.
 - It is up to you to change your self-image.
- (Any 5 × 1) (5)
- [40]**

QUESTION 3

- 3.1
- | | |
|-------|---|
| 3.1.1 | C |
| 3.1.2 | F |
| 3.1.3 | A |
| 3.1.4 | E |
| 3.1.5 | B |
- (5 × 1) (5)
- 3.2
- | | |
|-------|---|
| 3.2.1 | Dear Mr/Madam President/Dear Mr/Madam State President |
| 3.2.2 | Dear Mr/Madam Speaker |
| 3.2.3 | Dear Sir/Madam or Mr/Madam Chief Justice |
| 3.2.4 | Your Excellency or Dear Mr/Madam Ambassador |
| 3.2.5 | Dear Mr/Madam Minister or Dear Mr/Ms/Mrs Surname |
- (5 × 1) (5)
- 3.3
- Posture
 - Complexion and make-up
 - Neatness
 - Hair
 - Personal care
 - Health
 - Clothing and handbag/briefcase
 - Poise
- (Any 7 × 1) (7)
- 3.4
- | | |
|-------|------------|
| 3.4.1 | Good guest |
| 3.4.2 | Good guest |
| 3.4.3 | Good host |
| 3.4.4 | Good guest |
| 3.4.5 | Good host |
- (5 × 2) (10)

- 3.5
- Cell phone
 - Laptop
 - Dictionary
 - Mouse pad
 - Desktop computer
- (5)
- 3.6
- 3.6.1 Pitch
- 3.6.2 Tempo
- 3.6.3 Tone
- 3.6.4 Volume
- 3.6.5 Projection
- (5 × 1) (5)
- 3.7 It is a body of diplomatic etiquette and all conventional formulae and rules acknowledged in diplomatic circles OR It is the official procedure or system of rules governing affairs of state or diplomatic occasions. (Any 1 × 3) (3)
- [40]

QUESTION 4

- 4.1
- Behaves correctly
 - Listens effectively
 - Learns about other cultures
 - Uses language with care
 - Has a positive attitude
 - Prevents barriers
 - Extends goodwill
 - Has empathy
 - Inspires trust
 - Has knowledge of other cultures
- (Any 5 × 1) (5)
- 4.2
- 4.2.1 They are specific common objects, signs and colours that have become associated with an idea and draw people into a common culture.
- 4.2.2 They are what we prefer to believe is true and broad statements that reflect people's assessments, preferences and awareness.
- 4.2.3 They are the specific culture's judgements of what is good or bad in society.
- 4.2.4 They are learned positive or negative feelings that influence the way in which we respond/react to people, objects, ideas and situations.
- 4.2.5 They are the traditions or habits that are found within and performed by specific cultural groups.
- (5 × 2) (10)

- 4.3 4.3.1 Discrimination
 4.3.2 Stereotyping
 4.3.3 Ethnocentricity
 4.3.4 Perception
 4.3.5 Worldview

(5 × 1) (5)
- 4.4 • Connotation – This refers to the figurative associations that are connected to a certain word or the emotional suggestions related to that word. OR It is the large range of secondary significance that a word commonly suggests.
 • Denotation – It is the primary or literal meaning/significance of the word; the dictionary definition.

(2 × 2) (4)
- 4.5 Communication between people who do not share the same cultural background and probably not the same language OR Communication across cultural boundaries

(Any 1 × 2) (2)
- 4.6 • Tswana
 • Pedi
 • Zulu
 • Xhosa
 • Venda
 • Tsonga
 • Sotho

(Any 4 × 1) (4)
- 4.7 4.7.1 Different cultures use space differently. The amount of personal space that we need in order to feel comfortable is different for different cultures.

 4.7.2 This concept is close to proxemics and refers to how people use space, but not necessarily how people communicate ownership of their space.

 4.7.3 Different cultures have different attitudes to time, and place different values on it. Different perceptions of time are among the factors that cause the most frustration in intercultural communication situations.

 4.7.4 Using bodily movements to communicate can cause intercultural miscommunication, because different cultures interpret certain movements differently.

(4 × 2) (8)
- 4.8 It is the ability to understand and share the feelings of another person; to put yourself in somebody else's shoes. OR It is the ability to sense other people's emotions and being able to imagine what someone might be thinking or feeling.

(Any 2 × 1) (2)
- [40]**

QUESTION 5

- 5.1 5.1.1 The president's speech was long.
- 5.1.2 Despite leaving 10 minutes early, Lebo arrived late.
- 5.1.3 Lebo is an impatient person.
- 5.1.4 In my opinion, I think the decision was harsh.
- 5.1.5 He is nearly finished with the report./He is almost finished with the report.
- (5 × 2) (10)

- 5.2 5.2.1 No biggie
- 5.2.2 Fly-by-night
- 5.2.3 My bad
- 5.2.4 No sweat
- 5.2.5 Chilling
- 5.2.6 Cool
- 5.2.7 Sick
- 5.2.8 Cheesy
- 5.2.9 Couch potato
- 5.2.10 Tying the knot
- (10 × 1) (10)

- 5.3 Mr Dasi was very angry.✓ He booked accommodation one month ago✓ and paid a deposit of R1 000.00 for two rooms.✓ When he arrived at the hotel, he was told that there was no booking showing on the system.✓ The junior consultant who was assisting him was impatient and rude✓ and he said there was no payment reflecting on the system.✓ Mr Dasi provided proof of payment✓ and he indicated that he made the payment two weeks before.✓ The reservation was for two people and he paid per person per night✓ for a double room.✓

After being treated rudely, he wanted to cancel the booking and wanted a refund.✓ While waiting at reception, the manager came as soon as possible✓ and offered Mr Dasi a free stay at the hotel for one night,✓ which includes free beverages.✓

Word count: 124✓

Content: 15 marks, as indicated by the ticks

Language and cohesion: -½ per error

Must be in a paragraph form. (Students' wording will differ, but the meaning of the original text should not be changed.)

(20)
[40]

TOTAL: 200