



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N4

27 May 2025

This marking guideline consists of 9 pages.

QUESTION 1

- 1.1
- Mass communication:✓ He communicates with the cruise ship passengers (who have been on the cruise ship before) by sending them brochures with information on the new products and services.✓
 - Interpersonal communication:✓ Vrede, the cruise ship manager, hosts weekly meetings with staff members.✓ (2 × 2) (4)
- 1.2
- Sender
 - Encoding
 - Message
 - Receiver
 - Decoding
 - Medium/Channel
 - Feedback
 - Noise (8)
- 1.3
- Physical barrier:✓ The loud music and noise coming from the passengers.✓
 - Physiological barrier:✓ Zoe could not focus during the meeting because she had a runny stomach.✓
 - Psychological barrier:✓ Ben was struggling to raise his opinion in the meeting because of his shy nature/shyness.✓
 - Perceptual barrier:✓ Zoe was impatient with Ben during the meeting as she could not understand why Ben was shy.✓ (4 × 2) (8)
- 1.4
- 1.4.1 C
- 1.4.2 E
- 1.4.3 A
- 1.4.4 F
- 1.4.5 G (5 × 1) (5)
- 1.5
- 1.5.1 The time by which a person must have checked in for a flight or at a hotel.

OR

The latest time at which a passenger may arrive for the flight without the risk of losing their seat; for accommodation, the earliest time the tourist may move into his/her room.✓

- 1.5.2 A flight that requires the passenger to change from one plane or airline to another on the way to their destination.
- 1.5.3 An overnight place or sleeping facility, hotel, B&B, guesthouse, etc., that can accommodate a passenger.

1.5.4 An airline class of service aimed, as would be expected, at business travellers. Its standard is between first and economy class. It provides more amenities than economy or coach class.

1.5.5 Programme of travel, stipulating places to be visited and dates of arrival and departure.

(5 × 1) (5)

- 1.6
- Direct communication: This is face-to-face communication between the communicator and the sender, ✓ e.g. senior consultant teaching junior consultants how to book international tours. ✓
 - Indirect communication: This a situation where the communicator and the receiver are not in each other's physical presence, and where communication occurs by media other than direct speech and visible gestures, ✓ e.g. the receptionist notified the board members of the next meeting via email. ✓

(2 × 2) (4)

- 1.7
- 1.7.1 Hazard or danger
 - 1.7.2 First aid
 - 1.7.3 Car hire
 - 1.7.4 Airplane take-off or departure
 - 1.7.5 No or non-smoking
 - 1.7.6 Wheelchair

(6 × 1) (6)
[40]

QUESTION 2

- 2.1 It can be described as innovative, gentle, subjective, and directed to the inner life. ✓ They are quiet, reserved, and do not communicate easily; they avoid social gatherings. ✓ They generally prefer teamwork but do not work with people. ✓

OR

This is a person who is energised by being alone. ✓ They are more concerned with the inner world of the mind. ✓ They often avoid social situations because being around people drains their energy, hence they have few good friends. ✓

(3)

- 2.2
- Intrinsic motivation: Refers to activation from within yourself. It is when you are inwardly determined to be competent. You do something because you like learning and you are striving to be competent.
 - Extrinsic motivation: It is when you do things to please others because other people think it is important, or because you will be rewarded if you do it. You are not doing something because it is fun or for development. It means external or outside yourself.

(2 × 2) (4)

2.3	• Level 1 – Physiological/Physical needs:✓ These are drives such as hunger, thirst, oxygen, and sleep. They are the most basic and until they are satisfied, they will dominate other needs. Only when they have been satisfied, we can progress to satisfying other needs. E.g. passengers on a cruise ship will require food, water, and cabins to sleep.✓ • Level 2 – Security/Safety needs:✓ These needs are important for survival and are very close to the basic physiological needs. They mean living in safety and securing a future. E.g. a tourist will need to know whether it is safe to visit another place while there is an outbreak of the coronavirus.✓ • Level 3 – Social/Affiliation needs:✓ These involve the need to give and receive love as well as the need to be accepted by and belong to a certain group. E.g. tourists socialising with one another on a cruise ship.✓ • Level 4 – Need for esteem or self-esteem:✓ The need to evaluate oneself positively and the need to have people show us respect and recognise our achievements. E.g. Zoe received an award for 'Employee of the Month'.✓ • Level 5 – Self-actualisation needs:✓ This is the highest level of needs; it is when you are concerned with personal growth and interested in fulfilling your potential. E.g. a senior travel consultant decides to open his/her own travel agency because he/she has extended experience and funds to do so.✓	(5 × 2)	(10)
2.4	It is a strong feeling,✓ a psychological state that arises without conscious effort, and it is sometimes accompanied by physiological changes.✓	(2)	
2.5	2.5.1 Poor self-image	(1)	
	2.5.2 • The intellectual dimension • The psychological dimension	(2)	
	2.5.3 • The physical dimension • The dimension of skill • The sexual dimension	(3)	
	2.5.4 • Know your own strengths and weaknesses. • Encourage yourself to achieve success. • Adopt and maintain a positive attitude. • Do not make any bad or negative remarks about yourself. • Pat yourself on the back when you achieve your goals. • Control your feelings. • Remember that it is up to you to change your self-image.	(Any 5 × 1)	(5)

- 2.6
- Time pressure
 - Work overload
 - Social stresses
 - Personal attributes
 - The environment
- (5)
- 2.7
- Take care of your body
 - Identify your stressors
 - Understand what your stressors are
 - Follow a balanced diet
 - Rationalise time management
 - Get some help when work overwhelms you
 - Give up smoking and limit your alcohol intake
 - Practise time management
 - Get sufficient sleep
 - Find out about relaxation techniques
 - Cope with emotions
 - Develop outside interests
 - Manage your day
 - Have a support network
- (Any 5 × 1) (5)
- [40]**

QUESTION 3

- 3.1
- 3.1.1 It is important to let your voice gently go up and down. This is especially useful to differentiate between making a statement and asking a question.
- 3.1.2 Proper breathing will contribute towards effective communication because the message or idea can then be conveyed without interruption.
- 3.1.3 Cultivate a pleasant voice modulation as it can make the caller feel that you are interested in his/her case. You can control your voice to speak fast or slow, high or low, loud or soft or allow it to rise and fall gently.
- 3.1.4 Sometimes we need to speak softly, sometimes more loudly in order to put across the right meaning. It is also important that the message must be audible and clear. You can do so by pronouncing your words clearly and correctly.
- 3.1.5 Pause is a very important element of speaking and helps to give meaning to your words.
- (5 × 2) (10)

- 3.2 3.2.1 Never drink too much liquor, sip wine slowly.
- 3.2.2 Firstly, switch off your cell phone. If it does ring, just apologise and switch it off. Do not even check to see who has called.
- 3.2.3 After the meal, you should place your napkin neatly next to the dinner plate.
- 3.2.4 A lady does not put her evening bag on the table or the floor. She should keep it on her lap.
- 3.2.5 Guests do not smoke at a dinner table, at least not before the main dish has been served.
- (5 × 2) (10)
- 3.3 3.3.1 Dear Sir/Madam or Dear Mr/Madam Chief Justice
- 3.3.2 Dear Ambassador or Your Excellency or Mr/Madam Ambassador
- 3.3.3 Mr/Madam Mayor or Dear Mr/Madam Mayor
- 3.3.4 Dear Mr/Madam Premier or Dear Mr/Mrs Surname
- (4 × 1) (4)
- 3.4
 - Plan your call.
 - Have relevant information nearby.
 - Make sure you dial the correct number and ask for the correct extension.
 - Make sure you are speaking to the correct person.
 - Have a pen and paper ready.
 - Greet politely; identify yourself, your company, and your position.
 - Indicate to whom you want to talk and why.
 - Leave a short message if you hear an answering machine on the other side of the line.
- (Any 5 × 1) (5)
- 3.5 3.5.1 False
- 3.5.2 True
- 3.5.3 False
- 3.5.4 False
- 3.5.5 True
- (5 × 1) (5)
- 3.6 3.6.1 Make-up has to be a finishing touch of elegance to your professional image.✓ Do not over-apply make-up, neither too dark nor too light nor too little.✓ It should be applied with taste.✓
- 3.6.2 Hair should be clean and neat at all times.✓ Choose a style which is modern but can be handled and cared for easily.✓ Choose a style that suits the shape of your face.✓
- (3 × 2) (6)
- [40]**

QUESTION 4

- 4.1 4.1.1 Stereotyping
 4.1.2 Ethnocentricity
 4.1.3 Discrimination
 4.1.4 Prejudice
 4.1.5 Perception

(5 × 2) (10)
- 4.2 4.2.1 True
 4.2.2 True
 4.2.3 False
 4.2.4 False
 4.2.5 True
 4.2.6 True
 4.2.7 True
 4.2.8 False

(8 × 1) (8)
- 4.3 4.3.1 Positive attitude
 4.3.2 Listening carefully
 4.3.3 Language/use language with care
 4.3.4 Empathy
 4.3.5 Learn about other cultures

(5 × 2) (10)
- 4.4
 - Space
 - Territoriality
 - Time
 - Kinesics

(4)
- 4.5
 - Thumbs-up hand signal
 - Eye contact
 - Touching someone else's head
 - Calling someone by gesturing with a finger or hand
 - Pointing with a finger at someone
 - Handshake
 - Turning the soles of your feet towards someone
 - Eating

(Any 5 × 1) (5)
- 4.6 Connotation refers to the figurative✓ associations that are connected to a certain word✓ or emotional suggestions related to that word.✓

OR

Connotation is the range of secondary✓ significance✓ which a word commonly suggests.✓

(3)
[40]

QUESTION 5

- 5.1 5.1.1 Words should be precise and accurate. The need for accuracy of meaning in all oral and written communications cannot be over-emphasised.

OR

This is obtained by precise vocabulary, grammatically correct full sentences written in the active voice where possible, paragraphs with clear topic sentences and linking words creating relations between ideas.

- 5.1.2 Find out as much as possible about your listener and adapt to him/her. There can be a communication breakdown when we use words that are not suited to our listeners.

OR

Business writing is polite; we use words like 'please' and 'thank you'. Business writing concentrates on facts, so we avoid emotive words and figurative language.

- 5.1.3 Communication should be brief and to the point. We must give all the necessary information, achieve our purpose, and yet be concise. Unnecessary words should be eliminated.

(3 × 2) (6)

- 5.2 Register means our choice of words, and paragraph and sentence structure when speaking and writing.

OR

Refers to the degree of formality maintained in a specific communication situation by using appropriate language. (2)

- 5.3 This is an informal word or phrase of language that is used mostly in very informal or casual speech/writing, and it is not acceptable in serious speech or writing. (2)

- 5.4
 - The date and the time of the message
 - Who the message is for
 - What the message is about/the reason for calling/whether it is urgent or not
 - What action is to be taken
 - The name of the person who took the message/call
 - The caller's details such as name, telephone number, and organisation

(Any 5 × 2) (10)

5.5 LETTER OF SYMPATHY

We Do Best Hotel
PO Box 1414*
FIREWOOD*
0001*

Date of the exam*

Dear Mr Li*

Firstly, I would like to express my deepest sympathy to you and your family about the fire incident.✓ This came as a big shock to all of us.✓

Please know that you are in our thoughts and prayers.✓ We also hope that your time off from work will enable you to deal with all this.✓

I would like to let you know that we, as your colleagues at the hotel, have decided to collect donations✓ which will assist you in starting over.✓ We will also go to the local radio station to ask for the community to get involved with the donations and/or sponsorships.✓

Please do not worry about any of this because we will give you more information and details when you return to work.✓ Know that you have all our support✓ and we wish you well.✓

Best wishes* (it can be any applicable complimentary close)

No Spacing*

MARK ALLOCATION: Layout: 4 -1 per mistake or omission
Language: 6 -½ per mistake
Content: 10 (As indicated with the✓)

(20)
[40]

TOTAL: 200