



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N4

29 November 2023

This marking guideline consists of 9 pages.

SECTION A**QUESTION 1**

- | | | | |
|-----|--------|-------|---------------|
| 1.1 | 1.1.1 | False | |
| | 1.1.2 | True | |
| | 1.1.3 | False | |
| | 1.1.4 | False | |
| | 1.1.5 | True | |
| | 1.1.6 | False | |
| | 1.1.7 | False | |
| | 1.1.8 | False | |
| | 1.1.9 | True | |
| | 1.1.10 | False | |
| | | | (10 × 1) (10) |
-
- | | | | |
|-----|-------|--|-----|
| 1.2 | 1.2.1 | Electronic miscellaneous document | (2) |
| | 1.2.2 | <ul style="list-style-type: none"> • It allows you to sell and track the usage of charges. • It can be used for excess baggage charges, miscellaneous charges, penalty fees, lounge access charges, change of flights or seat reservations. • It is the sole solution for all fees collected outside a ticket. • It replaces all existing paper and electronic miscellaneous documents. • It records all other sales and transactions (besides e-tickets) electronically between the airline and the passenger. | (5) |
| | 1.2.3 | 'EXCESS BAGGAGE'✓ i.e. '1PC OVERWEIGHT BAG BETWEEN 23–32 KGs ONLY'.✓ | (2) |
| | 1.2.4 | Credit card charge form, which is used by an agent or airline to record credit card transactions | (2) |
| 1.3 | 1.3.1 | A traveller's cheque is a preprinted cheque✓ (issued by a financial institution),✓ that allows the person signing it to make a payment to someone else as a result of having paid the issuer for that privilege.✓ | |

OR

- | | | | |
|--|-------|--|-----|
| | | A traveller's cheque is a cheque for a fixed amount that may be cashed or used in payment abroad after endorsement by the holder's signature. | (3) |
| | 1.3.2 | <ul style="list-style-type: none"> • Give the bank 24 hours' notice to process the cheques. • The traveller must have a valid passport. • The traveller must have a valid air ticket. • The traveller must have enough money pay for the cheques as well as commission required. | (4) |

- | | | | |
|-------|---|---|-------------|
| 1.3.3 | If cheques are lost or stolen, they can be replaced✓ or refunded✓ subject to certain terms and conditions. You should immediately call the issuing bank.✓ The cheques are usually covered by travel insurance.✓ | (Any relevant 3 × 1) | (3) |
| 1.3.4 | Any unused traveller's cheques must be returned to the issuer/financial institution✓ within 14 days from arriving back in the country.✓ The money will be refunded to the cash amount of that specific day's foreign exchange.✓ | | (3) |
| 1.4 | 1.4.1 | Speed services | |
| | 1.4.2 | Door-to-door, Counter-to-door, Door-to-counter, Same-day courier | |
| | 1.4.3 | Operates as a privately run post office that moves documents overnight between members | |
| | 1.4.4 | Cost-effective and members can send mail unlimitedly at no additional costs | |
| | 1.4.5 | Privacy of staff, noise is reduced by the partition, employees can arrange/decorate their offices the way they like | |
| | 1.4.6 | Partitions waste space, flow of work is hampered, partition makes supervision more difficult, some employees might feel isolated, frequently used office equipment cannot be shared | |
| | 1.4.7 | Open-plan office layout | |
| | 1.4.8 | Easy to supervise, more economical as space is better utilised, Easier work flow as all staff are just one desk away from one another, office equipment can be shared between staff, layout can be changed easily, allows for socialising | |
| | 1.4.9 | Noisy, no privacy, workers are easily distracted, etc. | (9 × 1) (9) |
| | | | [43] |

QUESTION 2

- | | | | |
|-----|--------|---|---------------|
| 2.1 | 2.1.1 | I | |
| | 2.1.2 | J | |
| | 2.1.3 | B | |
| | 2.1.4 | D | |
| | 2.1.5 | F | |
| | 2.1.6 | C | |
| | 2.1.7 | G | |
| | 2.1.8 | A | |
| | 2.1.9 | H | |
| | 2.1.10 | E | |
| | | | (10 × 1) (10) |

- 2.2
- The manager and the accountant have offices separate from the rest of the staff, which is necessary for privacy.
 - Consultants are in the open-plan section.
 - It encourages teamwork.
 - Noise is reduced by partitions.
 - Private matters can be held private.
 - It encourages good communication between staff members.
 - Less experienced staff members can observe more experienced colleagues.
 - Supervision is easier.
 - The layout can easily change.
 - There is a sense of community and support. (Any relevant 5 × 1) (5)
- 2.3
- C
E
B
D
A (5 × 1) (5)
- 2.4
- Saves time spent looking for files
 - Any files located and retrieved at any time
 - Prevents lost or stolen files
 - Saves time because files can be emailed or faxed
 - Allows multiple employees to retrieve the same document at the same time
 - Improves the office environment by getting rid of clunky old filing cabinets
 - Always available even when the employees responsible for them may not be
 - Allows for notes and comments to be added to electronic documents just like paper ones
 - Access files anywhere, anytime (Any relevant 5 × 1) (5)
- 2.5
- 2.5.1 They bring tourists into a country as a group or via individual tour packages.
- 2.5.2 They work within their countries to take travellers to other countries. They specialise in specific destinations.
- 2.5.3 They put together inclusive tour packages and sell them to domestic travellers, i.e. those traveling within South Africa. (3 × 2) (6)

[31]

QUESTION 3

3.1

MAIL REGISTER				
DATE FILED	NO	CORRESPONDENT	CONTENTS	HANDED TO
Date on which the paper was written✓✓	10✓	Insta Dubai Visa✓	Visas✓	Taki Ndou✓
	11✓	Dennis Baker✓	Letter of complaint✓	Carol Ngoasheng✓

REMITTANCE REGISTER					
DATE	RECEIVED FROM	TYPE OF PAYMENT	AMOUNT	HANDED TO	RECEIPT NUMBER
Date on which the paper was written✓✓	Mr Simba✓	Cheque✓	R8 080,00✓	Chris Gardne r✓	15✓
	Moses Bloem✓	EFT✓	R950,00✓	Taki Ndou✓	4✓

(22)

3.2

3.2.1

- Identity and passport numbers
- Date of birth and age
- Telephone and cellphone numbers
- Email addresses
- Online and instant messaging identifiers
- Physical addresses
- Gender, race and ethnic origin
- Photos, voice recordings, video footage
- Marital status and family relations
- Criminal records
- Private correspondence
- Religious or philosophical beliefs and political opinions
- Employment history
- Financial information
- Education information
- Physical and mental health information
- Membership of organisations

(Any relevant 6 × 1)

(6)

3.2.2

- Clients can decide when and how their information may be used.
- Clients can decide the type and extent of information to be used.
- Clients have a right to transparency, accountability and notification when information is compromised.
- Clients should be allowed access to their information.
- Clients can decide whether to remove their information.
- Clients can control who has access to their information.
- Clients can control how and where information is stored.
- Clients must ensure that the integrity and continued accuracy of their information are maintained.

(Any 4 × 1)

(4)

- 3.3
- All employees must be trained in the filing procedures of the company.
 - Employees must know that there can be serious consequences if a file goes missing.
 - An 'out-card' must always be completed when a file is taken out.
 - All information on the out-card, especially the return date, must be correct.
 - The person in charge of filing must check every day to see if files have been returned.
 - If there is a file overdue, the person on the out-card must be phoned or e-mailed to ask for the return of the file.
 - If a file has not been returned after a week of the return date, the manager must be informed.
- (Any 4 × 1) (4)
[36]
- TOTAL SECTION A: 110**

SECTION B

QUESTION 4

- 4.1
- | | | |
|--------|------------------------|--|
| 4.1.1 | self-actualisation | |
| 4.1.2 | consumption | |
| 4.1.3 | need | |
| 4.1.4 | income | |
| 4.1.5 | target market | |
| 4.1.6 | strategy | |
| 4.1.7 | collaborative projects | |
| 4.1.8 | customer service | |
| 4.1.9 | buying signals | |
| 4.1.10 | attitude | |
- (10 × 1) (10)
- 4.2 The student must have indicated the name of one major amusement park in South Africa, for example Ushaka Marine World, Ratanga Junction, Gold Reef City, Sun City, etc.✓✓
- Product (tour to the amusement park)✓✓
 - Place (name of the amusement park, its location/address/website)✓✓
 - Price (old entrance amount and new price lowered)✓✓
 - Promotion (newspaper)✓
 - Student attempted to draw an advert (including letter/pictures/activities at the park, etc.)✓✓✓
- NOTE:** No marks are allocated for the attempt if the student only listed the elements but they still get the marks for each separate element. (12)

4.3 Production era

- The focus was on production.
- Marketers thought customers would buy products just because they were available.
- The aim was to produce as many products as possible.
- Management did not care whether the customer needed the product.
- Management was just worried about production problems.
- Management believed that the product would sell itself.
- Customers were largely poor in this era.
- Customers did not buy all the products.
- Stock began to pile up and marketers were not able to sell it all.

(Any THREE)

Sales era

- From 1920–1950
- Marketers and managers realised that having products were not enough.
- They needed to make a special effort to promote and sell products.
- The number of products increased.
- Competition between products increased.
- It helped to change thinking.
- Advertising was introduced.
- Management realised that consumers have to be told about products.
- Products were sold in person (door-to-door).
- The more you sell, the more profit you make.
- They used aggressive selling methods.

(Any THREE)

Marketing era

- After 1950
- Consumers became wealthier and more sophisticated.
- The variety of competing products increased.
- The focus changed to the quality of products and needs of consumers.
- Marketers and managers realised that products that satisfied consumer needs should be produced.
- They had to communicate that the product will satisfy the consumer's needs.
- Consumers will buy a product that satisfy their need and not really because it is cheap.

(Any THREE)

(3 × 3)

(9)

4.4

- Facebook:✓ The travel company can start a Facebook page with its name and give special offers to the general public.✓✓
- X (Twitter):✓ The travel company can broadcast to millions of customers what is happening as it happens (like the departure of a cruise ship).✓✓
- Skype:✓ It could be used by the travel company to 'meet' with potential clients or suppliers and to close a deal as you can do face-to-face negotiations.✓✓
- YouTube:✓ A travel company can show videos of destinations and tours that can motivate a client to buy the product.✓✓

(4 × 3)

(12)

4.5 Alfa Mike Uniform Sierra Echo Mike Echo November Tango

(7)
[50]

QUESTION 5

- 5.1
- Go through brochures and travel magazines.
 - Use the internet by browsing different websites of suppliers.
 - Read the newspaper every day.
 - Watch travel channels.
 - Visit different destinations.
 - Talk with other agents and network within the industry.
 - Subscribe to different travel magazines, social sites, etc. (Any 6 × 2) (12)
- 5.2
- 5.2.1 Learning experience will determine the traveller's choice between familiarity (something that you know) and novelty (something that is new). First-time travellers will be insecure and impressed with most things, while experienced travellers might have more demands.
- 5.2.2 Personality is what makes you different from other people and has to do with differences between people in behaviour, thinking and actions taken. (2 × 1) (2)
- 5.3
1. Adequate presale preparation
 - The salesperson must be fully prepared.
 - The salesperson must know the product that is being sold.
 - The salesperson must know how to apply selling techniques.
 2. Locating and identifying the buyer
 - It can be done in different ways like contacting prior customers with new offers.
 - It can be done using advertising media.
 - It can be done using social media.
 3. Approaching the buyer
 - Reach out to the potential client.
 - Set up a meeting with potential clients to show them the product.
 - Approach buyers by emailing, phoning or inviting them to a special event.
 4. Presenting
 - Present the product/service to the prospective client using visuals or demonstrations
 - Use social media like YouTube.
 - Communicate the benefits of the product/service to the client.
 - Try to persuade the client to buy the product.

5. Answering questions and objections

- Answer any questions about the product.
- Try to recognise how close the client is to buying the product and how much more persuasion is needed.
- Try to give alternative suggestions for any objections.

6. Closing the sale

- Get a commitment from the client to buy.
- Get something in writing, like a contract.
- The client can also pay to show commitment.
- If the client does not want to commit it is best to ask straight-forward questions to determine why he/she is not committing.

7. Following up

- Contact the client after the sale is made or after they return from their trip to make sure that everything went well and was what the client expected.
- It is necessary to ensure positive word-of-mouth.
- This will lead to long-term relationships with clients.

(Any 7 × 2) (14)

5.4

- Answer the phone promptly.
- Greet the caller with a warm welcome.
- Identify yourself and the company.
- Speak clearly and properly.
- The same professionalism must be used over the phone as in person.
- Give the caller your full attention.
- Provide relevant information.
- Sell the product over the phone by painting a picture with words.
- Try to get some kind of commitment from the caller.
- Do not put the caller on hold for too long.
- If you need to put the caller through to a colleague, make sure that person is available before you transfer.

(Any 7 × 1) (7)

5.5

- Bookings can be made anytime of the day or night.
- It is convenient because bookings can be made anywhere (at work or home).
- Confirmation of the booking is available right away.
- It is easy to check availability and compare prices.
- Most online services offer an online consultant who can assist when needed.
- It saves costs as no middleperson should be paid.
- Human errors are mostly eliminated.
- Online bookings consistently deliver a better price as principles always make it cheaper booking online than all other options.

(Any 5 × 1) (5)

[40]

TOTAL SECTION B: 90
GRAND TOTAL: 200

