



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N4

6 June 2025

This marking guideline consists of 11 pages.

SECTION A

QUESTION 1

- 1.1 1.1.1 Credit card charge form (1)
- 1.1.2 The agents✓ and the airlines✓ (2)
- 1.1.3 The CCCF will be used by an agent or airline for credit card sales. (2)
- 1.1.4
- Electronic miscellaneous document (EMD)✓ – An EMD is issued to electronically record all other (besides e-tickets) sales and transactions between an airline and a passenger.✓
 - E-ticket (electronic ticket)✓ – A paperless electronic document used for ticketing passengers, particularly in the commercial airline industry.✓ (2 × 2) (4)
- 1.1.5 Addendum A
Card type: Visa✓
Cardholder name: Mr LF Platin✓
Card number: 4557 0112 3456 7890✓
Expiration date: December 2025✓
Cardholder zip code: DO NOT MARK THE ZIP CODE
- I, LF PLATIN✓
Authorise: South African Airways✓
Customer signature: Platin LF✓
Date: Date on which the examination paper was written✓ (8)

1.2

1.2.1

GDS	CRS
• An international computerised reservation system that accesses many databases (or CRSs) of different suppliers and services offered in the tourism industry.✓ • A GDS gives travel agents access to different CRSs. A GDS therefore combines CRSs from different suppliers to compare and make bookings. It becomes easier to check availability and compares prices without having to go to each CRS separately.✓	• Contains information on schedules, availability, fares and related services through which reservations can be made and tickets issued.✓ • CRSs have information on the availability of all hotels in the group.✓

(2 + 2)

(4)

1.2.2	• Amadeus • Galileo • World Span • Apollo • Sabre	(Any 2 × 1)	(2)
1.2.3	Role players: hotels, ✓ airlines ✓ End users: clients, ✓ travel agents ✓	(2 + 2)	(4)
1.3	DOCEX is a private posting service used in the tourism industry. It is offered to subscribing members in different national centres. ✓✓ Handling of mail: • DOCEX has over 250 exchanges situated at convenient and accessible points throughout South Africa and neighbouring countries where members deliver and collect their mail on a daily basis. • Members would place their outgoing mail in the “out of town” box and collect their incoming mail from their dedicated numbered box, which has a personalised key. • DOCEX collects all the mail from the exchange, sorts it and distributes it to other members throughout the country. • The mail is moved overnight between members. • Its charges are higher than that of the post office, but lower than that of a courier service. • Its members pay a once-off entry fee, an annual subscription fee and VAT. • All members can send mail unlimitedly at no additional cost. • An extra charge is made when the package exceeds 2 kg. • Charges are per kilogram + VAT. • Daily deliveries are made to OR Tambo International, ASATA, SANParks, and most leading insurance companies. • It is cost-effective, as all mail (whether urgent or not) is sent express through DOCEX. • It is convenient. You are assured that your mail will arrive.	(2 marks for explanation + 4 marks for operation)	(6)
1.4	1.4.1 Agency that serves travel needs of businesses. Bookings are often for first- or business-class seats and five-star hotels. 1.4.2 A sub-division in a business that is responsible for handling the travel arrangements of the employer and employees. Is based inside a company and only does business travel bookings for that specific company.	(2 × 2)	(4)

[37]

QUESTION 2

- 2.1 2.1.1
 - An open plan office layout consists of small working spaces created in a large room with no fixed divisions between them.
 - Several levels of staff, from the receptionist to the manager, can be accommodated. (2)
- 2.1.2 Negative
- Lack of privacy for the accountant and the manager will hinder their work performance, as both require privacy to handle their duties.✓✓
 - The accountant handles money and the manager handles very sensitive matters such as staff discipline, which will not be effective when privacy is not available.✓✓
- Positive
- Lack of privacy for staff might be good for the agency, as it forces every employee to focus on the work, as some employees might use the availability of privacy to do things that are not part of their work in private.✓✓
 - Employees will not use company resources for their own private matters, e.g. making personal calls using company telephones.✓✓
 - Staff will not take work resources home in the presence of other staff members. (Any 2 × 4) (8)
- 2.1.3
 - A panoramic office layout combines an open plan layout and a closed office layout.
 - It has the benefits of having all staff members (consultants/accountants/manager, etc.) working in an environment suitable to perform their work duties.
 - It provides privacy for the accountant and the manager. (Any 2 × 2) (4)
- 2.2
 - Productivity in the office will drop.
 - A lot of time will be lost.
 - There will be confusion in the office.
 - The entire office will look disorganised.
 - Staff will be frustrated, as they will have to search unnecessarily for information. (5 × 1) (5)

- 2.3
- Always make sure that there is a copy of the document that you are sending. It might easily get lost in the mail.
 - Clearly indicate any special instructions, e.g. 'registered' or 'speed' mail.
 - Make sure that all the necessary attachments are in fact attached.
 - The address and especially the postal code must be correct.
 - All outgoing mail must also be recorded in an outgoing mail register.
 - Make sure that mail goes out at least once a day. It is preferable that mail go out once in the morning and once in the afternoon.
 - All mail must be placed in the 'outgoing' tray to be collected by the mail clerk or the junior consultant.
- (Any 6 × 1) (6)
- 2.4
- 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 whether files have been returned.
 - If there is a file overdue, the person named 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)
- 2.5
- 2.5.1 They are in charge of domestic bookings, the completion of forms and general office duties, and also deal with the inexpensive trips.
- 2.5.2 They are more experienced than intermediate and junior consultants, and will therefore handle expensive and international bookings. They are usually the deputy manager/become the manager in the absence of the manager.
- 2.5.3 They are responsible for putting together inclusive tour packages and selling them to domestic travellers, i.e. those traveling within South Africa.
- 2.5.4 They are responsible for providing services to tourists who are arriving in a country by selling or providing tour packages.
- 2.5.5 They work in their country to make reservations for travellers to other countries. They specialise in specific destinations.
- (5 × 2) (10)

[39]

QUESTION 3

- 3.1 3.1.1 False
 3.1.2 False
 3.1.3 True
 3.1.4 True
 3.1.5 True
 3.1.6 True
 3.1.7 True

(7 × 1) (7)
- 3.2
 - The purpose of the Act is to protect personal information by restricting how it can be collected and used by a business or person.
 - The Act will hold all South African institutions accountable should they abuse or compromise personal information in any way.

(2 × 2) (4)
- 3.3
 - The client or business could stop doing any business with the travel company.
 - The breach of security could be reported in the local media (newspaper/radio), which will lead to negative publicity.
 - The client or business could take legal action against the travel company.
 - The business will lose the trust of its clients.
 - The staff will not be able to work properly when equipment is lost.
 - The company will lose money and expensive infrastructure/equipment.
 - The clients could take their business to the competitors.
 - Staff will become unproductive.

(Any 4 × 1) (4)
- 3.4 3.4.1 Duplicating (1)
- 3.4.2 Duplicating is the process of creating an exact copy of a master (original) document using mechanical equipment. This method allows the user to make unlimited quantities of copies. (1)
- 3.4.3 Advantage:
 Because the machine can perform many functions, it saves space in the office. It is cost-effective, as you don't need to buy multiple equipment for scanning, faxing, sorting, etc.

 Disadvantage:
 If the four-in-one machine is broken, the office cannot function, as none of its functions can be used. (2 × 2) (4)
- 3.4.4
 - Photocopying
 - Scanning
 - Faxing
 - Printing
 - Binding

(Any 2 × 1) (2)

- 3.5 3.5.1 A
 3.5.2 B
 3.5.3 D
 3.5.4 C
 3.5.5 F

(5 × 2) (10)

- 3.6 • The principle outlines that both the insurer and the insured must enter into a contract with absolute honesty.
 • All information that may influence the contract must be disclosed. Should certain important information not be disclosed, the contract will be declared void.

(1)
[34]

TOTAL SECTION A: 110

SECTION B

QUESTION 4

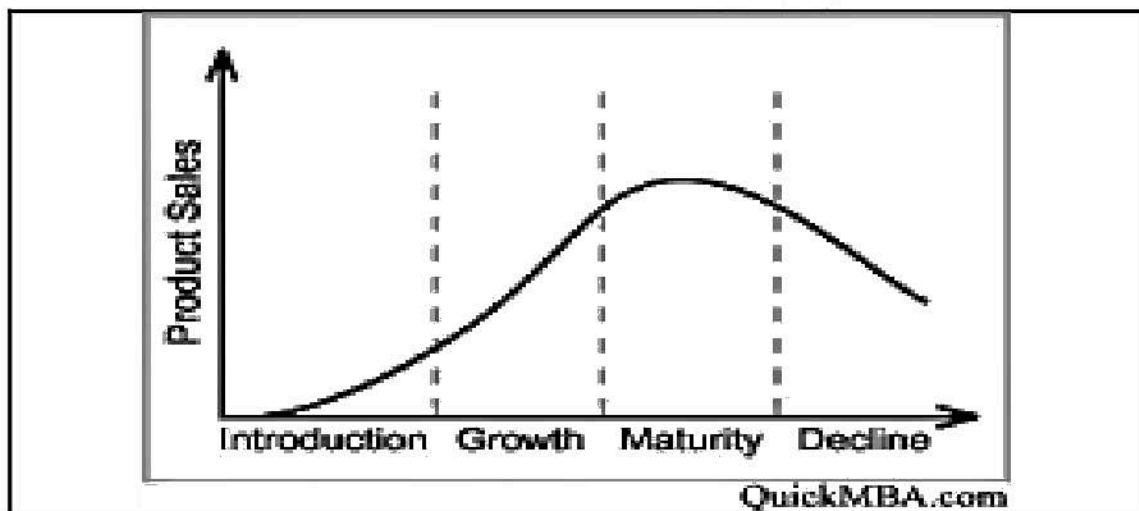
- 4.1 4.1.1 Marketing mix
 4.1.2 Maslow's hierarchy of needs
 4.1.3 The product lifecycle
 4.1.4 The production era
 4.1.5 Disposable income

(5 × 2) (10)

- 4.2 4.2.1 B
 4.2.2 A
 4.2.3 D
 4.2.4 C
 4.2.5 E

(5 × 1) (5)

4.3



(1 mark for graph and 5 marks each for correct labels) (6)

- 4.4
- The travel company will enjoy little brand loyalty.
 - Customers will be searching for low prices regardless of the company offering (possibility of low number of customers or low income for the company).
 - There is high competition online (possibility of low numbers of customers).
 - Many tourists booking online never actually use the booking, especially when no deposit is required.
 - Small companies with no online booking facilities might lose out.
- (5 × 2) (10)

4.5 4.5.1 The reason one has for behaving in a particular way

4.5.2 What makes you different from other people; has to do with differences between people in behaviour, thinking and actions

(2 × 2) (4)

1251

QUESTION 5

- 5.1 5.1.1 Yes (1)
- 5.1.2 Personal selling is the interaction (face to face or electronic) between a travel agent and the potential customer, where the agent persuades the customer to pay money for a specific product. In the given cartoon, one person is the consultant selling the products face to face. (2)
- 5.1.3
 - Go through travel brochures and travel magazines
 - Use the internet by browsing the websites of certain suppliers
 - Read the newspapers every day
 - Have the most recent GSA available
 - Watch travel channels
 - Try to visit some of the destinations
 - Talk to fellow agents and customers who have already experienced the product (Any 6 × 1) (6)
- 5.2 STEP 4: Present the selling points
- Use visuals and demonstrations to show the benefits.✓✓
 - The consultant has a flipchart to demonstrate to the customer.✓✓
- STEP 5: Answer questions and objections
- Understand and overcome the customer's objections, recognise buying signals and present alternatives to any objection.✓✓
 - The consultant must have thorough knowledge of the product and be able to respond positively to the customer to convince her that she is buying a good product. The consultant must outline all the benefits to the customer; however, he must stop giving more information once the customer shows that she is convinced and ready to buy.✓✓
- STEP 6: Close the sale
- Give reasons why the sale must be made today. Make the sale by getting a commitment such as credit card number, and emphasise the gifts and benefits that come with the sale.✓✓
 - He must ensure that the customer buys the product or makes a deposit.✓✓ (4 + 4 + 4) (12)

- 5.3
- Answer the phone quickly (it should not ring more than three times).
 - Greet the caller with a warm welcome.
 - Identify yourself and the company.
 - The same professionalism must be used over the phone as in person.
 - Provide relevant information.
 - Sell the product over the phone by painting a picture in words.
 - Try to get some form 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 do the transfer.
 - Have a pad of paper and pen ready when you answer.
 - Be prepared to be an active listener and take notes.
 - Write down the caller's name so you can use it during the call.
 - Remember, people love to hear their names.
 - Let the person know you are taking notes; this will signal to them not to speak too fast.
 - Don't answer the phone and try to speak with food in your mouth.
- (Any 6 × 1) (6)
- 5.4
- 5.4.1
- Product:✓ Package tour to Durban including accommodation✓
 - Place:✓ Destination is Durban.✓ Bookings can be made via email at bookings@vhumatshelotravel.com or cell phone numbers 076 118 0974/073 023 4550/076 9645 259. A website address is also provided.✓
 - Price:✓ R8 000✓ for the total tour package
 - Promotion:✓ The advertisement was published online (Facebook page).✓
- (4 × 2) (8)
- 5.4.2
- They are easily influenced, as it will be their first trip to Durban and they might be interested in nearly everything offered on the tour.
 - They may be insecure and would prefer travelling in a group with a leader, and this is a group tour for 10 people.
 - Their basic needs must be satisfied first.
 - They may prefer all-inclusive tours to not worry about anything while travelling.
 - They are still impressed with small things, so they will not complain easily.
- (Any appropriate answer 4 × 1) (4)

- 5.5 Market research provides important information to identify and analyse the need in the market, the market size and the competitors.

OR

Market research is a planned effort of gathering information about consumers' needs and preferences.

A marketing strategy is a process or a model of marketing actions that a company intends to develop in order to accomplish a specific goal.

OR

A marketing strategy is a description of the goals the company wants to achieve with its marketing efforts.

(2 × 2) (4)

- 5.6
- Who is buying the product?
 - What products are bought?
 - When does the target market buy?
 - Where is the product purchased?
 - Why are they buying the product?
 - How are they paying?
- (6)

- 5.7
- PAPA
 - LIMA
 - ALFA
 - CHARLIE
 - ECHO
 - SIERRA
- (6)

[55]

TOTAL SECTION B: 90
GRAND TOTAL: 200