



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N5

18 November 2022

This marking guideline consists of 11 pages.

QUESTION 1

- | | | | | |
|-----|-------|---|-------------|-----|
| 1.1 | 1.1.1 | assertive | | |
| | 1.1.2 | objective | | |
| | 1.1.3 | an 'I' message | | |
| | 1.1.4 | facts | (4 × 1) | (4) |
| 1.2 | 1.2.1 | It is when a business is experiencing financial troubles✓ due to unstable economic conditions✓ and the first step management takes in order to survive✓ is to reduce the staff members.✓ | | (4) |
| | 1.2.2 | <ul style="list-style-type: none"> • Introduce shorter work week • Temporary lay-off and re-employment as soon as the situation improves • They must not replace staff members who retire or resign • They can also lower salaries • Retain employees in other positions in the same company • Cut back on overtime • Grant extended paid leave • The option of early retirement | (Any 5 × 1) | (5) |
| 1.3 | | <ul style="list-style-type: none"> • Misconduct✓ – Maria keeps on swearing at Mpho, a colleague and using foul language✓ • Incapacity✓ – Thabo not reporting to work for long periods as he was involved in a car accident✓ • Incompetence✓ – After a period of three months Zuko is still unable to book flights using an online system✓ • Incompatibility✓ – Thabo and Zuko have different personalities and they clash a lot, as a result they don't have a good working relationship✓ (4 × 2) | | (8) |
| 1.4 | 1.4.1 | <ul style="list-style-type: none"> • Allegations of sexual harassment will be regarded as serious and dealt immediately, sensitively and confidentially. • Employers will be protected against victimisation and retaliation for lodging grievances and from false accusations. • Policy statements on sexual harassment should be communicated effectively to all employees. | (Any 2 × 1) | (2) |
| | 1.4.2 | <ul style="list-style-type: none"> • Sexual advances/explicit sexual propositioning • Comments with sexual undertones • Unwelcomed innuendoes, suggestions and hints • Sex related jokes or insults • Unwelcomed remarks about a person's body made in his/her presence or directed towards him/her • Unwelcomed or inappropriate enquiries about somebody's sex life • Sexist remarks that promote a stereotype • Non-explicit invitations | (Any 5 × 1) | (5) |

- 1.5
- Strikes
 - Resignations
 - Absenteeism from work
 - Sabotage
 - Decreased productivity
 - Late arrivals for work
 - Muggings
 - Harmful rumours
 - Withholding or distortion of facts
- (Any 3 × 1) (3)
- 1.6
- 1.6.1 Negative
- 1.6.2 Positive
- 1.6.3 Positive
- 1.6.4 Negative
- 1.6.5 Negative
- (5 × 1) (5)
- 1.7
- Explain clearly what information is needed. In order to receive a meaningful reply, you must supply information.
 - Give background information or explain the situation.
- (2 × 2) (4)
- [40]**

QUESTION 2

2.1

Reply to a letter of enquiry

*Xulu Tours*PO Box 222
Pretoria
0001

Tel: 087 304 0663

Any date in 2021*
Mr. Maboe*
94 Casseldale Street*
Springs
1559

Dear Mr. Maboe*

ENQUIRY: MADAGASCAR PACKAGE TOUR✓

Thank you for your enquiry.✓

The Madagascar special package deal✓ is valid from 30 September to 31 November 2021.✓ Departs from OR Tambo International Airport.✓ Get a three-night stay in Nosy Be Hotel on Nosy Be Island for R2 000,00 p.p.✓. The other option is to explore the Montagne d' Ambre National Park✓ at an amount of R4 000,00 p.p.✓ The price includes breakfast and dinner in the hotel.✓

(Goodwill paragraph) Should you need any information feel free to call me. Anything about willingness to make a booking.✓

Yours faithfully/Sincerely

Matume Moloto*
CONSULTANT

If the instruction is misinterpreted, no marks can be earned for layout and language.

CONTENT	LAYOUT	LANGUAGE
10 As indicated	4 -1 per mistake. Indicated with an asterisk *	6 -½ per language mistake

(20)

2.2

MEMORANDUM

TO: Mr. Diko*
 FROM: Suzan Mandinda*
 Date: Before or 16 October 2021*

REPORT ON COMPLAINT REGARDING SERENGETI MIGRATION**TERMS OF REFERENCE**

Mr. Diko✓ instructed Suzan Mandinda to investigate Mr. Zulu's complaint and the Serengeti migration trip and report back to him on or before 16 October 2021.✓

PROCEDURES

Interviewed Mr, Zulu, the client✓
 Interviewed the resort manager✓
 Resort manager studied questionnaires✓

FINDINGS

Mr. Zulu had to sleep in a tent in the resort's campsite.✓
 The resort charged them for breakfasts and dinners that were supposed to be included.✓
 There was a communication breakdown since the guides were Creole speaking.✓
 The car had three flat tyres and they waited 3 hours for assistance.✓

RECOMMENDATIONS

Mr. Zulu and the other tourists should be refunded the extra expenses that they incurred.✓
 The company should hire English speaking guides.✓
 In future the company's advertisements should not mislead the readers. ✓

S. MANDINDA*
 Consultant

Mark allocation

CONTENT	LAYOUT	LANGUAGE
12 As indicated	4 -1 per omission or mistake. Indicated with an asterisk *	4 -½ per mistake

(20)

No mark to be allocated for language and layout if content is 0.

[40]

QUESTION 3

- 3.1 It means that you are intentionally and actively✓ involved in a thought-provoking✓ communication interaction.✓

OR

Is a communication technique✓ where the listener clearly gives feedback✓ to the speaker about what he or she heard.✓

(3)

- 3.2
- Ask questions
 - Give feedback
 - Give instructions
 - Build rapport
 - Take instructions
 - Develop objectivity
 - Develop empathy
 - Get the real message
 - Learn to summarise orally
 - Give criticism
 - Read feedback
 - Improve recall
 - Interpret and react to body language
 - Learn to take <word/s missing>
- (Any 6 × 1) (6)
- 3.3
- To persuade
 - To inform or teach
 - To amuse, interest or entertain
 - To explore or discuss
 - To excite
 - To entertain
 - To motivate
 - To stimulate or impress
 - Combination
- (Any 4 × 1) (4)
- 3.4
- A conference: is where a large number✓ of people are gathered for the purpose of discussion and exhibiting✓ as it involves a large number of social events that usually last for a number of days.✓
 - A workshop: this is a small number✓ of people gathered for the purpose of exchanging ideas and also trying to solve problems✓ and the members are usually divided into small groups to discuss and resolve issues. It can last for a day or two.✓
- (2 × 3) (6)

Markers to interpret candidates' answers for correctness. Answers must be relevant to the question. Students may use their own words, as their opinions

were required. Marks should be allocated if the meaning of the answers agrees with the marking guideline.

- | | | | | |
|-----|-------|--|-------------|-----|
| 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 | In which year did you obtain your Diploma in Tourism? | | |
| | 3.6.2 | As a junior consultant you will be asked to travel between provinces; do you like travelling? | | |
| | 3.6.3 | How would you treat someone if she/he is sexually harassing you?
✓ | | |
| | 3.6.4 | Why did you apply for the position of junior consultant? | | |
| | 3.6.5 | Do you have a Galileo certificate? | | |
| | | | (5 × 1) | (5) |
| 3.7 | | <ul style="list-style-type: none"> •Overhead projector and transparencies •Power point presentation •Smart board •Flip charts •Graphics and charts •Brochures •Boards | (Any 3 × 1) | (3) |
| 3.8 | | <ul style="list-style-type: none"> •Do market research to know you target audience. •Always try to get the attention of the audience and keep them interested. •Match the sales talk to the demonstration. •Try to stress the most important product features and their value. •Get the prospective client involved. •You must be confident. •Explain the use of the product logically and clearly. •Know what their needs are and use psychological aspects to convince them. •Prepare thoroughly by knowing your subject, service or product. •Use your voice, eye contact, gestures, posture, visual aids/apparatus and speech to convince the client. •Assume that they are not familiar with the product or service. •Be presentable, well groomed, friendly and courteous. •Be enthusiastic. •Use audience participating techniques, e.g. asking members to make a calculation, asking questions or changing your own position. •Help them to listen by providing an outline at the start of the presentation. •Make comparisons to help them remember facts. •Stress the value advantages, price, and use of the product or service. | | (8) |

- Allow time for questions and answer honestly and directly.
- Wait for the right moment to clinch the deal or sell the product.
- Be flexible and try out new approaches. (Any 8 × 1)

[40]**QUESTION 4**

- 4.1
- A factual/rational description(objective language)
 - An imaginative/emotional description(subjective language) (2)

- 4.2
- Activities
 - Interests
 - Opinions
 - Attitudes
 - Norms
 - Needs (Any 4 × 1) (4)

- 4.3
- Examples for objectives/a factual description:
- The price of a bus ticket to Polokwane is R250,00
 - You can book accommodation online
 - Mango Airlines has a special of R500,00 from Durban to Port Elizabeth, return flight
 - A flight from the USA to Greece is 12 hours 15 minutes (Any 2 × 1)

Examples for subjective/a imaginative description

- Use this excellent opportunity to experience Madagascar
- Cruising is the most convenient way to travel
- Mauritius is the best tourist destination to visit (Any 2 × 1) (2 × 2) (4)

- 4.4
- Inform✓ so that people are aware of new products and services.✓ The place where they can obtain such products or services, the price of the products and the needs it could satisfy.✓
 - Remind✓ the public constantly that the products or services exist ✓ and also convince them that the products are still available on the market.✓
 - Persuade✓ the market to take action and obtain a product or service.✓ It is about changing the mindset of customers✓ and potential customers that a certain product or service is better than another.✓

Markers to interpret candidates' answers for correctness.

Answers must be relevant to the question. Students may use their own words, as their opinions were required. Marks should be allocated if the meaning of the answers agrees with the marking guideline. (3 × 3) (9)

- 4.5
- Equipment is expensive
 - Viruses can wipe out your computer content and you can lose all your information in an instant
 - You need to have specific skills to use the internet (Any ONE) (1)

4.6

Value Based Travel**Tour Guides in the Indian Ocean Islands**

Successful candidates will serve in Madagascar (August), Mauritius, Reunion, the Seychelles and Maldives✓

Remuneration according to qualification and experience✓

15 working days leave per year✓

Medical fund and pension contributions✓

Requirements

Diploma in Tourism✓

Three years' experience in the travel industry✓

Fluent in English✓

Excellent health✓

Two references✓

Starting: 1 July 2021✓

Closing date for applications: 18 June 2021✓

Apply to: The Manager, PO Box 2033, Pretoria, 0001✓

Mark allocation

CONTENT	LAYOUT	LANGUAGE
12	4	4
As indicated	Spacing, frame, colour	-½ per language or spelling mistake

(20)
[40]

QUESTION 5

- 5.1 Formal communication is a two-way process✓ by which certain information is conveyed✓ between employers and employees and the organisation✓ and its clients and customers.✓

OR

Formal communication takes place in the structure✓ of the organisation along official channels✓ between management and other employees in order to achieve the organisation's goals.✓

(4)

- 5.2
- Diagonal communication is when one department needs to contact or use the services✓ of another department✓ on another level.✓
 - Vertical communication is where messages or information flows from management to the employees✓ and from employees to management.✓

(2 × 2)

(4)

- 5.3 •Forming

(3)

- Storming
- Norming

- 5.4 5.4.1 A committee is a group to whom a certain matter is referred.✓
Members are chosen to perform specified functions or services and
it involves too much responsibility for one person.✓ The members
of the group work together to discuss the matter and decide on the
action to be taken.✓ Example: Health and safety
committee/Church committee, Covid-19 committee.✓ (Any 3 × 1)
- 5.4.2 Functional groups are long-standing✓ autonomous work groups
established to perform certain tasks, and permanent functions in
the organisation.✓ Example: Marketing department, Finance
division.✓
- 5.4.3 Task groups consists of people who work cooperatively to execute
a common task in the organisation✓ and the groups can be formed
to investigate matters such as grievances. They are responsible to
deal with one specific task and dissolves when the task is
completed.✓ Example: a team to investigate fraud in a certain
department, team is formed to investigate the outbreak of a
disease.✓
(3 × 3) (9)
- 5.5 5.5.1 • The date that the notice is written
• Time of the meeting
• Venue of the meeting
• The address of the organisation
• The name of the secretary and her signature
• The name of the organisation
• The type of meeting
(Any 5 × 1) (5)
- 5.5.2 • A monthly general meeting:✓ Notice dispatched 7–10 days
before the meeting.✓
• A special meeting:✓ Notice dispatched 1–4 days before the
meeting.✓
• An annual general meeting:✓ Notice dispatched 21 days before
the meeting.✓
(3 × 2) (6)
- 5.5.3 • Telephone
• E-mail (electronic mail)
• Fax
(Any 2 × 1) (2)

- 5.6
- Sees to the attendance register
 - Updates the membership register
 - Determines whether a quorum is present and monitors it during the meeting
 - Makes a note of apologies
 - Lists the proxies during the AGM
 - Acts as chairperson during the election of the chairperson
 - She can act as treasurer when necessary
 - Be informed about all matters regarding the organisation
 - Takes notes of the discussions and lists decisions to enable her to formulate the minutes
 - Makes sure that the minutes are not signed when they are written, only after approval during the next meeting
- (Any 7 × 1) (7)
[40]
- TOTAL: 200**