



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N5

3 June 2024

This marking guideline consists of 9 pages.

QUESTION 1

- 1.1
- They should produce all documents/copies of the booking as proof.
 - They should explain that the two-sleeper room was paid for in full.
 - Mr and Mrs Mbatha must ensure that the company, and not they, are at fault before they complain.
 - They should plan a logical approach and have their proof ready.
 - They should explain the action they expect from the company.
 - They should speak to the person who is in charge.
 - They should calm down before complaining to establish rapport.
 - They should explain the complaint in detail.
 - They should end things on a positive note.
 - When they receive a positive outcome, it should be followed with a thank-you. (Any 4 × 1) (4)
- 1.2
- | | |
|-------|----------|
| 1.2.1 | Negative |
| 1.2.2 | Positive |
| 1.2.3 | Negative |
| 1.2.4 | Positive |
| 1.2.5 | Negative |
- (5 × 1) (5)
- 1.3
- Explain clearly what information is needed. To receive a meaningful reply, you must supply information.
 - Give background information or explain the situation. (2 × 2) (4)
- 1.4
- The employee must be notified of the reasons for dismissal and be granted a fair hearing.
 - He/She should be warned that there is a possibility that he/she may be dismissed and should receive a written warning and an opportunity to rectify the matter.
 - The employee has the right to appeal to a higher authority when he/she regards the finding or penalty of the disciplinary hearing as too severe. (3 × 2) (6)
- 1.5
- | | |
|-------|-----------------|
| 1.5.1 | Misconduct |
| 1.5.2 | Incapacity |
| 1.5.3 | Incompetence |
| 1.5.4 | Incompatibility |
- (4 × 1) (4)
- 1.6
- Employees involved should be timeously notified of the retrenchment.
 - Management must follow fair and objective criteria to select those who are to be retrenched.
 - Employees should also receive timeous notice of the date on which their employment will be terminated.
 - Employees should not be faced with rumours or speculation but facts must be communicated directly and clearly to all employees affected.
 - The employer should assist the affected employees in finding alternative

- 1.7
- She must confront the harasser.
 - If possible, she should try to obtain a witness.
 - She should keep a record of what happened and when it happened.
 - She should complain to the industrial council.
 - She may also claim damages from her employer if she loses her job or promotion as a result of sexual harassment.
 - She should report the matter to the highest authority when other efforts fail.
 - She should lodge a written complaint with the personnel manager.
 - She should lay a criminal charge of defamation if she feels her reputation has been sullied.
 - She should sue the employer for breach of contract if she has been forced to resign.
- (Any relevant 5 × 1) (5)
- 1.8
- Unwelcomed gestures
 - Undesirable flirtation
 - Unwanted helpfulness
 - Indecent exposure
 - Staring unashamedly at a woman's breasts
 - Unwelcomed display of pictures and objects
 - Unwelcomed whistling
- (Any relevant 4 × 1) (4)
- [40]**

QUESTION 2

2.1

Any private address
with a postal code

Tel: 015 423 0455

Any date from 20 February
25 February 2024

The Human Resources Manager
Batho Pele Travel and Tours (BPTT)
2033 Landros Marais Street
Polokwane
0699

Dear Sir or Madam

APPLICATION FOR THE POSITION: JUNIOR CONSULTANT✓

I am applying for the position advertised in the *Sun* newspaper dated 20 February 2024.✓

Please refer to the attached curriculum vitae for full details on my qualifications and experience.✓

I have always wanted to work in a travel office environment✓ and your travel agency is one of the best in the Limpopo province.✓ (The candidate can give any reason for the application.)

Allow me to emphasise that I obtained a certificate in Tourism✓ and a DTT certificate through an accredited trainer.✓ My passion for and knowledge of the travel and tourism industry coupled with two years of front office management experience make me an ideal candidate for position.✓ (Any persuasive language that a candidate may use.)

Thank you for your kind consideration of my application✓ and I look forward to positive response.✓ (Any willingness to be interviewed/goodwill.)

Yours faithfully
Julia Msiza
JULIA MSIZA (Ms)

Mark allocation

Contents: 10 – as indicated

Language: 6 -1 per language or spelling error

Layout: 4 -1 per mistake or omission

(20)

NO EXPERIENCE LISTED AS REQUESTED Q 2

2.2

CURRICULUM VITAE OF JULIA MSIZA

PERSONAL DETAILS

Surname	Msiza✓
Name	Julia✓
Date of birth	14 September 1990✓
Identity number	900914 0022 088✓
Address	17 Molapo Street Tzaneen✓ 1420
Cellular phone	060 771 4420✓
Nationality	South Africa✓
Home language	Sepedi✓
Other languages	English, Tsonga, Zulu, Tshivenda, Afrikaans
Marital status	Single✓
Health	Excellent✓
Driver's licence code	08✓

QUALIFICATIONS

College	Molapo TVET Polokwane✓
2017	Obtained N6 certificate in Tourism✓
2016	Obtained DTT certificate✓
2016	Obtained first-aid certificate✓

TESTIMONIAL

Name of person	Mr Peter Moloto✓
Position	Senior lecturer in Tourism✓
College	Molapo TVET Polokwane✓
Address	Landros Marais Street, Polokwane

REFERENCES

Name	Mr Steven Dolo
Position	Manager
Company name	Wendy Travel and Tours✓
Address	Bela Bela
Tel	014 143 2014
Cell	072 141 3000

Name	Mrs Thuso Ndala
Position	Supervisor
Company name	Mondi Travel and Tours✓
Address	Landros Marais Street
Tel	015 202 0664
Cell	068 559 5420

(20)
[40]

QUESTION 3

- 3.1
- Bad preparation
 - Using a lot of jargon
 - Appearance that may disturb the audience
 - Difficult accent to follow
 - Irritating mannerisms
- (5)
- 3.2
- All members must be well prepared and committed.
 - Everyone must participate in the discussions and speak to the whole group.
 - Two members should not dominate the discussion.
 - The members must be objective, critical and open-minded.
 - Other members' opinions must be respected.
 - Ideas must be clearly formulated.
 - Interest and involvement must be maintained.
 - Stay with the topic.
 - A conclusion should be reached.
- (Any 4 × 2) (8)
- 3.3
- To teach or inform
 - To motivate the staff
 - To explore or discuss
 - To persuade
 - To amuse, interest or entertain
 - To stimulate or impress
 - Combination
- (Any 3 × 1) (3)
- 3.4
- A very good day to all present. I would like to welcome the speaker of the day Dr Khoza✓ from the Department of Health.✓ He is going to address us on how best we can stay safe,✓ as we are living in the so-called new normal✓ because of the Covid-19 pandemic.✓ He holds a medical doctor qualification✓ from the University of the Witwatersrand.✓ He has been working as a medical doctor for 10 years✓ and now he is a director general in the Department of Health.✓ Welcome, Dr Khoza, we are looking forward to your speech.✓
- (10)
- 3.5
- Curriculum vitae/CV
 - Application form supplied by the company
 - Certified copies of certificates
 - Certified copies of recent testimonials
 - Covering letter
 - Letter of thanks after the interview
- (Any 4 × 1) (4)
- 3.6
- A meeting is a gathering of two or more people✓ to discuss matters of mutual interest,✓ reach decisions and execute them✓
- (3)
- 3.7
- 3.7.1 Personification
3.7.2 Euphemism
3.7.3 Hyperbole
3.7.4 Sarcasm
- (4 × 1)

- 3.8
- Lecture forum
 - Panel forum
 - Symposium
- (3)
[40]

QUESTION 4

- 4.1
- Age
 - Income
 - Level of education
 - Language preference
 - Occupation
- (5)
- 4.2
- To inform
 - To remind
 - To persuade
- (3)
- 4.3
- A (Attention):✓ An interesting picture, shocking statement, colour is used to immediately catch the reader's eyes.✓
 - I (Interest):✓ The messages must match with the target audience's personal needs and wants and it can be done by providing facts or any interesting information about the product or service.✓
 - D (Desire):✓ An advertisement should address psychological needs so that the customer will be convinced, such as being safe, being healthy, saving money, etc. It will satisfy their needs.✓
 - A (Action):✓ The customer needs to make the decision to buy the product or services, therefore contact details such as telephone number, email address should appear on the advert.✓ (4 × 2)
- (8)
- 4.4
- Personal
 - Used on a selective audience
 - Easier to determine and reach the target market
 - Service to existing clients
- (4)
- 4.5
- Remember the AIDA formula.
 - The name and logo of the company should catch the eye.
 - A second glance must reveal the person meant for this position, experience, skills and language skills.
 - Indicate the form of application, including a CV, telephone number for enquiries and postal address.
 - Show the remuneration package and fringe benefits offered.
 - Qualifications of the applicant must be spelled out.
 - The date on which the successful candidate must commence duties.
 - The date on which the applications close.
 - Put a frame around the advertisement. (Any 8 × 1)
- (8)

- 4.6
- Physiological needs:✓ The meals will be served at the Ithaa Undersea Restaurant in Maldives.✓
 - Security needs:✓ All consultants in RETT are contributing to a provident fund.✓
 - Affiliation needs:✓ Tourists were socialising during the entire journey to Zimbabwe.✓
 - Esteem needs✓ Mary won the incentive trip and now she is recognised as a champion.✓
 - Self-actualisation needs:✓ There is an opportunity to win scholarship to study tourism.✓
- (Any relevant 5 × 2) (10)
- 4.7
- Telephone call to enquire about products or services
 - Walk-in bookings
 - Writing a letter of enquiry
 - Completing a booking form and sending it via email address
- (Any 2 × 1) (2)
- [40]**

QUESTION 5

- 5.1
- Name of the person who instructed the assignment
 - Name of the person responsible for drafting the report
 - Date on which it was received
 - Date to be completed
 - Reason for instruction
- (Any 4 × 1) (4)
- 5.2
- 5.2.1 Private
 - 5.2.2 Public
 - 5.2.3 Private
 - 5.2.4 Public
 - 5.2.5 Private
- (5 × 1) (5)
- 5.3
- Wedge rumours
 - Pipe dreams
 - Bogeys
 - Home stretchers
- (4)
- 5.4
- 5.4.1 Horizontal channel
 - 5.4.2 Diagonal channel
 - 5.4.3 Vertical channel
- (3 × 1) (3)

- 5.5
- Address and telephone number of the embassy
 - Car hire pickups and drop-offs
 - Conversion rate
 - Details of travel agents
 - Labels
 - Correctness of documents
 - Crime
 - Time zones
 - Emergency items
 - Special requirements
 - Accommodation
 - Land travel arrangements
 - Health documents
 - Finance
 - Travel insurance
 - Proof of accommodation
 - Flight ticket
 - International driver's licence
 - Visas
 - Valid passport
- (Any 6 × 1) (6)
- 5.6 A notice of a meeting is a document sent out by the secretary✓ to members entitled to attend✓ a planned meeting✓ and to give them correlated information about the meeting.✓ (4)
- 5.7
- | | |
|-------|---|
| 5.7.1 | B |
| 5.7.2 | D |
| 5.7.3 | A |
| 5.7.4 | C |
| 5.7.5 | F |
| 5.7.6 | E |
- (6 × 1) (6)
- 5.8
- Always separate facts from opinions.
 - Show respect for other parties.
 - Show that you are interested and concerned for others.
 - Listen very actively and effectively to get to the bottom of the problem.
 - Stay positive even if you are dealing with negative situations.
 - Concentrate on the problem and do not be personal.
 - It is important to send 'I' messages, rather than 'You' messages.
 - Cultivate adult-to-adult communication.
 - Be willing to share blame.
- (Any 4 × 1) (4)
- 5.9
- Introduction
 - Motivation for your application
 - Listing enclosures
 - Conclusion
- (4)

TOTAL