



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N5

5 June 2025

This marking guideline consists of 9 pages.

QUESTION 1

- 1.1 1.1.1 C
 1.1.2 B
 1.1.3 A
 1.1.4 D
 1.1.5 B

(5 × 1) (5)
- 1.2 1.2.1 Incapacity
 1.2.2 Misconduct
 1.2.3 Incompatibility
 1.2.4 Incompetence

(4 × 1) (4)
- 1.3 Sexual harassment is any unwanted✓ sexual attention, actions,✓ words, suggestions or physical contact.✓

OR

Sexual harassment is any repeated✓ unwanted sexual remarks, looks, suggestions or offensive remarks✓ that cause discomfort.✓

(3)
- 1.4 1.4.1 True
 1.4.2 False
 1.4.3 True
 1.4.4 True
 1.4.5 False
 1.4.6 True

(6 × 1) (6)
- 1.5
 - Management must develop a policy to prevent sexual harassment.
 - The must also commit themselves to dealing with the problem should it occur.
 - The policy should explain the procedure to be followed in the case of sexual harassment.
 - The issue of sexual harassment should be included in training and orientation programmes.

(4 × 1) (4)
- 1.6 When a company has to let go of some of its employees✓ because of financial difficulties✓ in the company, as it will not be able to pay to pay the employees any longer✓

(3)

- 1.7
- Lodge a written complaint with the personnel manager
 - Report the matter to the highest authority when other efforts fail
 - Obtain witnesses, if possible
 - Lodge a complaint with the industrial council
 - Lay a criminal charge if they their reputation has been sullied
 - Claim for damages from the employer if they lost their job as a result of sexual harassment
 - Sue the employer for breach of contract if they have been forced to resign from their job as a result of sexual harassment (Any 5 × 1)
- (5)
- 1.8 This is a procedure that is started against the employer✓, for misconduct.✓
The company should take the necessary steps to ensure improvement.✓ (3)
- 1.9
- The affected employees should be timeously notified of the possibility of retrenchment.
 - The employers/management should assist employees in finding other employment.
 - The criteria to select those to be retrenched must be fair and objective.
 - Employees should not be faced with rumours and speculation, but the facts must be communicated directly and clearly to all employees. (4 × 1)
- (4)
- 1.10 When employees are fired✓ from their job on valid grounds✓, such as misconduct✓ (3)
- [40]**

QUESTION 2

2.1

Any private address
1044 Dlamini Street
JOHANNESBURG
2095

Date after 31 October

Dlomo Travel & Tours
2516 Sinazo Street
Midlands
KwaZulu-Natal

Dear Sir/Madam

COMPLAINT: KWAZULU-NATAL TOUR PACKAGE✓

This letter is regarding the poor service we received on our trip to KwaZulu-Natal. We are used to the best service from your travel agency; however, my wife and I returned very dissatisfied.✓

I booked for my wife and I on the KwaZulu-Natal trip for departure on 19 October 2022.✓ I paid R2 600 per person to be accommodated in Ndaza Guesthouse.✓

On arrival, we found that we have to pay an extra R250,00 per person for breakfast,✓ which was not mentioned in the advertisement,✓ as it stated that breakfast was part of the package deal.✓

I expect a refund for the extra R250,00 per person✓ that I paid for the breakfast at the guesthouse.✓

I am expecting that you will take action after receiving my letter.✓

Yours sincerely

Signature
Mr Zi

Mark allocation:

LAYOUT	LANGUAGE	CONTENT
4 (-1 per mistake/omission)	6 (-1 for language/spelling errors)	10 (as indicated)

(20)

2.2

MEMORANDUM

FROM: Miss Lerato Sibi
TO: Mr John Lee
DATE: 15 December 2022

INVESTIGATION REPORT FOR MR ZI'S VISIT TO KWAZULU-NATAL

TERMS OF REFERENCE:

The manager, Mr John Lee, instructed Miss Lerato Sibi to investigate Mr Zi's complaint and write a report to be completed on 15 December.✓

INVESTIGATION PROCEDURES:

Interviewed Mr Zi✓ and the manager of Ndaza Guesthouse✓

FINDINGS:

Mr Zi booked at Ndaza Guesthouse.

No breakfast was served✓✓ as per the advertisement.✓✓

They had to pay R250,00 extra per person for breakfast.✓✓

RECOMMENDATIONS:

Mr Zi should be refunded the money that he paid extra for breakfast.✓✓

Make sure staff are aware of the offer of included breakfast.✓✓

Signature

Miss Lerato Sibi

Mark allocation:

LAYOUT	LANGUAGE	CONTENT
3	4	13

(20)
[40]

QUESTION 3

- 3.1 3.1.1 Every employee should join a trade union, do you agree?
 3.1.2 How would you handle the situation if somebody assaulted you?
 3.1.3 Are you using public transport?
 3.1.4 Why are you interested in this junior consultant position?
 3.1.5 When did you obtain your Grade 12?
(5 × 1) (5)
- 3.2 A small or medium-sized meeting✓ intended to inform or educate✓ that lasts for one or two days✓ with information flowing from the rostrum✓ to the delegates.✓
(5)

- 3.3 3.3.1 An overhead projector/data projector: Slides can be prepared and have an immediate impact.
- 3.3.2 Flip chart: The ideas can be written down as they are mentioned and be further developed.
- (2 × 2) (4)
- 3.4
 - Supervise the transport of equipment.
 - Check that the equipment is in a working order.
 - Make sure that the venue is clean and attractive.
 - Finalise the flower arrangements.
 - Make sure that decanters, water and glasses for the guest speakers are ready.
 - Make sure that extra rooms are available, if required, for group discussions.
 - Arrange the chairs according to a suitable layout.
 - Make sure that the seminar folders are ready, containing the detailed programme, paper and stationery.
 - Check the arrangements for someone to receive and escort the guest speakers and any VIPs to the venue.
 - Check the arrangements for refreshments and catering services.
 - Make sure that arrangements for media coverage are done.
 - Make sure that catering arrangements are running smoothly.
 - Check and make sure that the accommodation is ready.
 - Check that there is a lectern for the speakers.
 - Check the availability of the booked electrician/audio-visual apparatus expert for the duration of the seminar.
 - Inspect the cloakrooms.
 - Check the location of emergency exits and make sure they will be open.
- (Any 8 × 1) (8)
- 3.5 3.5.1 False
- 3.5.2 False
- 3.5.3 True
- 3.5.4 True
- 3.5.5 False
- 3.5.6 True
- (6 × 1) (6)
- 3.6 Aids whereby any means of communication✓ is transmitted✓ to the sense of hearing✓ and the sense of sight✓ of a large audience.✓
- (5)
- 3.7
 - The size of the audience
 - The availability of electricity
 - The size of the venue
 - Whether the venue is outside or inside
 - The possibilities and limitations of the various media
- (Any 3 × 1) (3)

- 3.8
- Electronic media
 - Printed media
 - Audio-visual media
 - Audio media
- (4 × 1) (4)

[40]

QUESTION 4

- 4.1 Attention:✓ To catch the eyes of the readers immediately, you have to use powerful and strong words or pictures in your advertisement.✓
- Interest:✓ Use bullets or subheadings to highlight the points to stress the value and quality of the product.✓
- Desire:✓ Convince customers that the product will satisfy their needs.✓
- Action:✓ Make sure that the advertisement is successful and that the customer will make a decision to buy the product or book a holiday. Include the information as how to take action, for example include an email address, telephone number and/or physical address on the advertisement.✓ (4 × 2) (8)
- 4.2
- To inform the public about the new ideas, products and services
 - To remind customers of the qualities of a certain product/services and its availability
 - To persuade customers to switch to your brand
- (3 × 1) (3)
- 4.3
- A telephone call from an interested client
 - An email for a quotation of a tour package
 - Clients may come to your offices to buy a tour package
 - A completed form to enter into a competition
- (4 × 1) (4)
- 4.4
- 4.4.1 Security needs
 - 4.4.2 Esteem needs
 - 4.4.3 Physiological needs
 - 4.4.4 Self-actualisation needs
 - 4.4.5 Affiliation needs
- (5 × 1) (5)

4.5 NOTICE OF THE MEETING FOR BONOLO TRAVEL & TOUR STAFF MEMBERS✓

Theme: 'Intervention strategy to win back our clients'✓
Seminar for all staff members✓
Venue: Staff room T40 of Bonolo Travel & Tours' offices✓
17 to 19 February or 23 to 25 February✓✓
Time: 09:00 to 16:30✓
Please select a suitable date when you are not on duty.✓
Confirm before 18 January✓ with Mrs Moloi✓ at molois@bonolott.co.za.✓
Dress casually/informally.✓
Various team-building activities will take place.✓

Mark allocation:

LAYOUT	LANGUAGE	CONTENT
3 (frame, spacing)	4 (-1 for language/spelling errors)	13 (as indicated)

(20)
[40]

QUESTION 5

5.1 5.1.1 The minutes of the meeting are an accurate✓ and unbiased record of the proceedings, discussions✓ and decisions taken at a meeting.✓ (3)

- 5.1.2
- Their main value is that they are legally binding and could even be used as evidence in a court of law.
 - They are a valuable record over time of the history of the organisation. (2)

- 5.2
- Vertical channel✓ – This communication takes place directly from the management to the employees, as it can run from the top to the bottom of the structure, at different levels or it can be from the bottom employees to management.✓
 - Horizontal channel✓ – This is communication that takes place between people on the same level or position; the flow of this communication ensures cooperation and builds team spirit.✓
 - Diagonal channel✓ – This is where the flow of information runs across the different departments with people who are not in the same hierarchy of employment.✓ (3 × 2) (6)

- 5.3
- 5.3.1 True
- 5.3.2 False
- 5.3.3 False
- 5.3.4 False
- 5.3.5 True
- 5.3.6 False
- 5.3.7 False

- 5.4
- Private meeting
 - Public meeting
- (2 × 1) (2)

5.5 MINUTES OF A SPECIAL STAFF MEETING OF BONOLO TRAVEL & TOURS
HELD IN THE STAFF ROOM ON 9 JUNE AT 09:00✓✓

1. OPENING AND WELCOME✓

The chairperson, John Molapo, opened the meeting and welcomed the members present.✓

2. ATTENDANCE REGISTER✓

14 members attended the meeting and signed the attendance register.✓

3. APOLOGIES✓

Mr Zulu and Mrs Malele were both on study leave.✓

4. STRATEGY TO WIN BACK OUR CLIENTS AND CATER TO THE
NEEDS OF BUSINESS TRAVELLERS✓

4.1 New laptops and Wi-Fi routers will be bought for the consultants to work from home.✓

4.2 The consultants will work on a rotation or standby basis to cater to the needs of business travellers.✓

4.3 They will be paid as per their contract of employment plus a rotation or standby bonus.✓

5. CLOSING✓

The meeting closed at 11:00.✓

Signed: _____

Date: _____

Chairperson: _____

Secretary: _____

Mark allocation:

LAYOUT	LANGUAGE	CONTENT
3	3 (must be written in past tense)	14 (as indicated)

(20)
[40]

TOTAL: 200