



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N5

25 November 2024

This marking guideline consists of 9 pages.

QUESTION 1

- 1.1
- Listen to the client with full attention.
 - Repeat the information and summarize what customer says in order to give feedback or reply with relevant information.
 - She should always thank the client for the enquiry.
 - Always take notes as you might not remember everything.
 - Pay attention to detail so that you can ask relevant questions as sometimes the client does not know exactly what they want.
 - She should make sure that she has a thorough knowledge of the product to respond to a request.
 - Go slowly through all the detail so that the client understands your answer.
- Any 5 × 1) (5)
- 1.2 It is conflict or a situation where levels of conflict are escalating✓ and are destructive in nature.✓ This type of conflict leads to deterioration✓ of interpersonal and business relations, poor productivity and negative organisational results.✓ (4)
- 1.3
- 1.3.1 This conflict may arise with people with no confidence or who doesn't trust themselves. They regard any criticism as a personal attack and consequently they will not get along with other employees.
- 1.3.2 This conflict may happen between two people that have different value systems when performing their duties.
- 1.3.3 This conflict may occur when we judge individuals without waiting to find out what they are really like, this act often leads to conflict.
- (3 × 2) (6)
- 1.4
- The time, energy and resources wasted.
 - It will delay decision-making.
 - The possibility of violence.
 - It may lead to groups becoming impassive.
 - The company's productivity may decline.
 - Work-related stress.
 - There may be a possibility of court action.
 - It could destroy sensitivity.
 - Communication is disrupted.
 - Unnecessary work has to be done and functions are often duplicated.
 - It also causes uncontrolled emotions that may disrupt meetings and discussions.
- (Any 5 × 1) (5)
- 1.5 Grievance procedures –the route✓ the employees✓ follow to address problems with management or colleagues.✓ (3)

- 1.6
- Employees may frequently be absent from work.
 - It may lead to strikes.
 - The employees may resign in numbers.
 - It leads to sabotage.
 - Productivity decreases.
 - It may lead to late arrivals for work.
 - Harmful rumours.
 - It may lead to withholding or distortion of facts. (Any 5 × 1) (5)
- 1.7
- 1.7.1 This is when an employee is continuously the cause of conflict or friction between or with other employees and management.
- 1.7.2 This is when an employee is unable to perform his/her duties due to a serious accident, injury or illness.
- 1.7.3 This is when someone is unable to perform the duties that he/she has been appointed for and for which training was provided. (3 × 2) (6)
- 1.8
- Introduce a shorter work week.
 - They may cut back on overtime.
 - To grant extended unpaid leave.
 - They may also temporarily lay off employees and re-employment them when the situation improves.
 - Introduce the option of early retirement.
 - No replacement of staff who resigns or retires.
 - Retain the employees in other positions, sometimes at a lower salary. (Any 6 × 1) (6)

[40]

QUESTION 2

2.1

07 Jean Street
Tuli Business Park
Bult
2030

Any private address

25 Madiba Street
CENTURION
1925

Dear Sir/Mr Gomba

ENQUIRY: MADASCAR PACKAGE✓

Thank you for your letter to enquire about Madagascar.✓

The best time to visit is between April to October.✓ It is advisable to bring along light-weight clothes to wear during summer and warm clothes for the evenings.✓

There are regular flights between OR Tambo Airport and Antananarivo.✓

The costs are from R22 000 per couple for 2 nights and 3 days and should you wish to extend your stay you will pay extra.✓ Visas are required and we may submit an application on your behalf.✓

We are available to compile a package for your needs,✓ and if you would like us to be of any assistance✓ to you or anything to assist with your booking.✓

Signature: _____
S. RADEBE (capital letters)

SENIOR CONSULTANT

Layout: 4 -1 per mistake
Language: 6 -1 per language of spelling error
Content: 10 as indicated

(20)

2.2

Letter of application (covering letter)	Any private address
Tel: 011 730 8077	
Human Resource Manager Rand Travel and Tours 23 Eloff Street BOKSVAAL 1665	
Dear Sir/Madam	
APPLICATION FOR THE POSITION OF JUNIOR INBOUND TOUR CONSULTANT✓	
I am applying for the position advertises under Job opportunities on 15 April 2023.✓	
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✓ and your travel agency is one of the best in the travel industry, in South African.✓ (any reason for application that a candidate gives)	
Allow me to emphasise that I obtained a Certificate in Tourism✓ and a Galileo Certificate through an accredited trainer.✓ My knowledge of and passion for the travel and tourism industry coupled with years of front office management experience make me an ideal candidate for the position.✓ (any persuasive language that a candidate may use)	
Thank you✓ and I am looking forward to a positive response.✓ (anything goodwill to ensure that you are willing to be interviewed)	

MARK ALLOCATION

LAYOUT	LANGUAGE	CONTENT
4	6	10

(20)
[40]

QUESTION 3

- 3.1
- 3.1.1 Problem solving interview
 - 3.1.2 Disciplinary interview
 - 3.1.3 Informative interview
 - 3.1.4 Job interview
 - 3.1.5 Persuasive interview

(5 × 2)

- 3.2
- She has to adjust the system to her height, if for a standing microphone.
 - Ensure that the system is working.
 - She should use cards not paper, as paper could be noisy.
 - She must adjust the tempo to a little bit slower than ordinary tempo.
 - She should hold her mouth close to the microphone.
 - She has to speak clearly, naturally and not shout. (Any 4 × 2) (8)
- 3.3
- To synthesise and integrate what you heard.
 - Audience should focus on what is being said/learn to concentrate.
 - To react to what is being said.
 - Audience should identify the essence of the message/what the speaker is saying. (Any 3 × 1) (3)
- 3.4
- 3.4.1
- The client may complain about the poor service he/she received.
 - The discussion about the correction of complaint with client.
 - A client may enquire about a package deal to Madagascar.
 - Interview the client to determine his or her needs.
 - The meetings that are held in the office between the management and staff/ by management.
 - A client booking a trip/s to any African destinations.
 - Giving a client direction to a nearby game reserve. (Any 4 × 1) (4)
- 3.4.2
- Her tone should always be warm and friendly and portray goodwill.
 - The pitch should rather be lower than higher (not become agitated). (2 × 2) (2 × 4) (8)
- 3.5
- The accent that is difficult to follow
 - Speaker using a lot of jargon
 - Bad preparation
 - His/her appearance is disturbing
 - Mannerisms are irritating (5)
- 3.6
- 3.6.1
- To persuade – the audience are influenced to change their mind set, views or behaviour about the product or services being offered by a particular company.
- 3.6.2
- To entertain – this is to make the audience laugh and interested so that they may feel welcome and enjoy the talk.
- 3.6.3
- To motivate – is when you boost the morale of the audience and inspire them to do great things. (3 × 2) (6)

[40]

QUESTION 4

- 4.1 It is also referred to as 'smalls', a variety of products and services✓ are advertised here. They are grouped under general headings✓ in the classified section of the newspaper.✓ A classified advertisement is a concise✓form of communication and the space and number of words are limited.✓ (5)
- 4.2 4.2.1 The advert wants to attract attention through the bold word/s BOOK NOW. (2)
- 4.2.2 The advert creates interest through the catchy messages of 'Spring Bonus' and 30% off. (2)
- 4.2.3 The phrase 'you could afford a memorable holiday' and to visit any of the parks mentioned in the advert. (2)
- 4.2.4
- A telephone number: 013 224 1153
 - Website:www.Sanparks.org
 - e-mail address:reservations@Sanparks.org
- (3)
- 4.3 4.3.1 Objective
- 4.3.2 Subjective
- 4.3.3 Objective
- 4.3.4 Objective
- (4 × 1) (4)
- 4.4 These are the people✓ whom you think mostly use a particular product/service/media,✓ the people you think of when advertising the products or services you offer.✓ (3)
- 4.5 4.5.1 Hikers/nature lovers
- 4.5.2 Students or youth
- 4.5.3 Adventure tourists
- 4.5.4 Business people or company owners
- (4 × 1) (4)
- 4.6
- It has high quality reproduction.
 - Usually for loyal readers.
 - It has a good record – long readership.
 - It lasts a long time.
 - National coverage.
 - Credibility and prestige.
- (Any 5 × 1) (5)

- 4.7
- To inform – to make sure that potential customer or client is aware of a particular new product or service, its price and where they can find such product or service and the needs it could satisfy.
 - To remind – reminding the buyers/customers that they might need the product in the near future, keeping the product/service in buyers' minds during the off-season and maintaining product awareness.
 - To persuade – encouraging the customer to switch to your brand, building brand preference or persuade the market to take action and obtain the product or service.
- (3 × 2) (6)
- 4.8
- The lifestyle
 - Hobbies
 - Activities
 - Values
 - Attitudes
- (Any 4 × 1) (4)

[40]

QUESTION 5

- 5.1 Informal communication – is communication that is unofficial,✓ mostly oral communication✓ that avoids the formal communication channels✓ of the organisational hierarchy✓ and follows its own unofficial channels between informal groups.✓ (5)
- 5.2
- 5.2.1 These are groups that are created to perform certain essential, permanent functions in the organisation.
- 5.2.2 These are the groups that meet regularly to allow the workers to participate in management decisions and help to improve production in the workplace.
- 5.2.3 This is whereby the group members are chosen to perform specified functions or services as the group work together to discuss the matter and decide on action.
- (3 × 2) (6)
- 5.3
- Name of the organisation
 - Aims and objectives of the organisation
 - Membership
 - Matters regarding management (chairperson, secretary, etc.)
 - Types of meetings
 - Finances
 - Meeting procedures
 - Suspension
 - Commencement of the organisation
 - Dissolution
- (Any 5 × 1) (5)

- 5.4
- One should be able to cultivate adult-to-adult communication.
 - Move away from expressing opinions and always keep to the facts.
 - You have to choose words carefully.
 - Use language that is respectful of others, not coarse language and also in the form of address.
 - Listen to one another actively and effectively.
 - You should be respectful.
 - Be positive even in negative situations.
 - Always use an unstressed, conversational tone of voice.
 - See the other person's point of view.
 - Always try to focus on the problem and not the personalities involved.
 - Try to show solidarity with other person and be willing to share the blame.
 - It is crucial to send I-messages, rather than you-messages.
- (Any 4 × 2) (8)
- 5.5 The notice of a meeting is to invite members✓ who are eligible✓ to attend and to give them relevant information✓ about the meeting and is sent✓ out by the secretary.✓ (5)
- 5.6
- The name of the organisation intending to have the meeting.
 - Address of the organisation specifically on a letterhead.
 - A date of the notice.
 - The type of meeting (special/ monthly).
 - The venues, address, day, date and time of the meeting.
 - The secretary's name and contact details.
- (Any 4 × 1) (4)
- 5.7 An annual general meeting – this meeting is held once a year, usually to elect a new executive committee, approve the annual accounts, appoint auditors for the coming year and debate the future direction of the organisation and policy for the coming year. (3)
- 5.8
- To notify the members about the meeting
 - He/she should draw up the agenda
 - To prepare the venue
 - He/she should prepare the attendance register
- (4)
[40]
- TOTAL: 200**