

Module 10 Revision Memorandum

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Suggested answers

- 1.1 logo: A logo is a name, symbol, sign, colour or design. ✓ The logo (or symbol) is the recognisable feature of the brand ✓ (2)
- 1.2 slogan: (sometimes called a pay-offline or motto) is a short phrase that communicates descriptive information about the brand ✓✓ (2)
- 1.3 marketing material: printed literature with information about a company's products, ✓ such as flyers, brochures, fact sheets, leaflets, postcards and posters ✓ (2)
- 1.4 stationery: office supplies such as letterheads, envelopes, invoices, notepads and business cards ✓✓ (2)
- 2 City Lodge Hotels (tree only); Tsogo Sun; ✓ Thompson Tours ✓ (2)
- 3.1 Product A: A theme park or adventure tourism activity such as a bungee jumping ✓
Product B: A wine tour or other specialist interest tourism holiday, nature-based tourism, a battlefields tour. ✓ (2)
- 3.2 A theme park – an entertainment attraction with fun for the family, ✓ white-knuckle/ big rides, relaxing recreational activity. ✓ A special interest tourism (SIT) or nature-based tourism activity is generally for older people, ✓ for example, a wine-lands tour or battlefields tour (military tourism) ✓ that are also educational, relaxing and scenic. ✓ (5)
- 4 Any 10 of the following essential points to be covered by a contract of employment:
 - the names of the employer and employee
 - job title
 - starting date of employment
 - working hours and days
 - salary or wage plus benefits
 - details of pension scheme
 - overtime arrangements
 - holiday and sick leave entitlement
 - uniform allowance
 - travel benefits
 - core duties
 - period of notice required to terminate the contract
 - disciplinary and grievance procedures
 - professional accountability and responsibility
 - service ethics
 - signatures of both the employer and employee (any 10)
- 5.1 To the employer: outlines the terms of conditions of employment, ✓ a mutual agreement between employer and employee. ✓✓ (3)
- 5.2 To the employee: gives insight to details about the job ✓ (e.g. salary, working hours) ✓ as well as certain rights. ✓ (3)

- 6 A code of conduct helps to state clearly the kinds of behaviour that a company hopes to solicit from staff as well as the behaviour it seeks to prevent. ✓ It also helps to promote and support a brand. It can build pride and a shared sense of purpose as well as make employees clear on what they should or shouldn't do when faced with an ethical dilemma. ✓ (2)
- 7 Any five of the following:
- respect for nature, community, heritage and economy
 - protecting natural environment, monitoring and reducing resource use
 - treating customers and each other with respect
 - providing reliable information
 - dressing appropriately
 - ensuring that no company assets or information is misused
 - not soliciting tips
 - obeying all laws of the land
 - acting with integrity in all things
- (any 5)

Total: 40 marks