higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

**NATIONAL CERTIFICATE (VOCATIONAL)**

# ENGLISH FIRST ADDITIONAL LANGUAGE

(First paper)
**NQF LEVEL 3**

(4101113)

**7 November 2024 (Y-paper)**
**13:00–15:30**

**This question paper consists of 14 pages.**

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# DEPARTMENT OF HIGHER EDUCATION AND TRAINING
# REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
ENGLISH FIRST ADDITIONAL LANGUAGE
(First paper)
NQF LEVEL 3
TIME: 2½ HOURS
MARKS: 150

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**INSTRUCTIONS AND INFORMATION**

1. This question paper consists of FIVE sections.

   SECTION A: COMPREHENSION
   SECTION B: SUMMARY
   SECTION C: VIEWING
   SECTION D: LANGUAGE IN PRACTICE
   SECTION E: COMMUNICATION IN PRACTICE

2. Answer all the questions.

3. Read all the questions carefully.

4. Number the answers according to the numbering system used in this question paper.

5. Leave a line open between answers.

6. Start each section on a new page.

7. Write neatly and legibly.

8. Only write with a black or blue pen.

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## SECTION A: COMPREHENSION

### QUESTION 1

Read the passage below and answer the questions that follow.

**Why You Need A Strong Personal Brand**

**Forbes communications council**
COUNCIL POST| Membership (Fee-based)
May 18, 2022

*Founder and CEO of Ashby & Co consulting is passionate about helping develop brands and marketing strategies.*

1 Personal branding is the process of defining and promoting what you stand for as an individual. Your personal brand is made up of the things that make you unique, like your experiences, skills, and what you believe in.

2 For social media influencers, freelancers and keynote speakers, building an effective personal brand is part of 'selling' themselves to clients. For everyday people, a personal brand improves confidence, opens the door to new opportunities and helps you better understand yourself.

3 The process and necessity of personal branding is often misunderstood. Many will narrow it down to social media, photoshoots, logos, colours, fonts or a fascinating podcast or YouTube channel. These certainly support and are helpful elements. Developing a personal brand can be a deeply personal, strategic and holistic process.

4 I love Jeff Bezos' quote: 'Your brand is what people say about you when you're not in the room'. What are people saying about you when you are not in the room?

5 Many people say that they don't care. They are not interested in what others think or say. Or perhaps you really do care, and because of this, it keeps you from moving full force into really working on your personal brand. The key is to land somewhere in the middle. We need to care. We should care. We live in a world of first impressions, where digital reality can quickly be the only reality.

6 If we have an employer, if we sell to others or if we develop business for our companies, we should care about how we show up and the experience others have with us.

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7 So, why do we need it? Can't we just let our work and results speak for us? I suppose if you want a good *reputation,* yes, you can let your work stand on its own.

8 Reputations and brands are different. A reputation can include your work and your actions that make up a story of your past. A personal brand seeks to share the benefits others will experience from being in your presence or working with you.

9 Here are reasons why we need strong personal brands:

10 It's no secret that employers look at social media when hiring. Although it may not be a determining factor in their decision, it is still a factor. A personal brand can fill in the missing pieces of a person's story. It highlights aspects of a person that may not be covered in interviews. It adds texture to a person and what they bring to the table. Also, when employers look to retain their employees and help them grow, a strong personal brand makes the difference.

11 A strong personal brand shows a person's unique value. What do you bring to the table? If you only rely on work done or past successes, you're not sharing the whole story. There are values, contributions, stories and convictions that shape how you work. They can also deepen work and personal relationships, which results in more business or lifelong connections.

12 A strong personal brand helps establish trust with everyone you encounter. Strong brands must have consistency. There is no way around it. If you are developing a brand, you should be focused and show up. The power of consistency is that it creates trust with those around you. When people perceive consistency, they establish trust with it.

13 No matter where you are in your career or in which industry you are working, your personal brand matters. As the saying goes, 'People buy people.' People don't want to connect to a logo; they want to connect to a person.

[Source: *https://www.forbes.com/sites/forbescommunicationscouncil/2022/05/18/why-you-need-a-strong-personal-brand/?sh=45d0b7905bd5*]

1.1 The comprehension text emphasises the importance of personal branding.

1.1.1 What is *personal branding*? (2)

1.1.2 Name FOUR groups of people for whom personal branding is particularly important. (4)

1.2 Various options are given as possible answers below. Choose the answer and write only the letter (A–D) next to the question number (1.2.1–1.2.3) in the ANSWER BOOK.

1.2.1 According to the passage, why is consistency important in personal branding?

A It is not important at all; personal branding should be flexible.
B Consistency helps establish trust with others.
C Consistency is required for creating a good logo.
D Consistency only matters for social media influencers. (2)

1.2.2 What does the passage suggest about the role of social media in personal branding?

A Social media is the only factor that matters in personal branding.
B Social media is not relevant for employers when hiring.
C While social media is important, it is just one aspect of personal branding.
D Social media is only important for keynote speakers. (2)

1.2.3 According to the passage, why should people care about their personal brand?

A People should not care about what others think or say.
B Caring too much about one's personal brand can be detrimental.
C Striking a balance between caring and not caring is essential.
D Personal branding is solely for celebrities. (2)

1.3 Personal branding has benefits for many people.

1.3.1 Name THREE potential benefits of branding for everyday people. (3)

1.3.2 Explain ONE way in which each of the following could be used to misrepresent someone's personal brand:

A Social media like Facebook
B A photoshoot on Instagram
C A YouTube channel (3 × 1) (3)

1.3.3 What are TWO common misconceptions about personal branding mentioned in the passage? (2)

1.4 Quote the words of Jeff Bezos. (2)

1.5 In your own words explain what the quote in QUESTION 1.4 means. (2)

1.6 The comprehension passage suggests that it is helpful to have personal branding in the workplace.

1.6.1 Give THREE compelling reasons from the passage for investing in your personal brand in the workplace.

(3 × 2) (6)

1.6.2 According to the passage, what is the main difference between a *reputation* and a *personal brand*?

(2 × 2) (4)

1.7 Is the statement in QUESTION 1.7.1 below TRUE or FALSE? Only write 'True' or 'False' next to the question number (1.7.1) in the ANSWER BOOK.

1.7.1 This article is older than 10 years and is outdated. (2)

1.7.2 Quote from the text to support your answer to QUESTION 1.7.1. (2)

1.8 Provide your own alternative title for the passage. (2)

**[40]**

**TOTAL SECTION A: 40**

## SECTION B: SUMMARY

## QUESTION 2

### INSTRUCTIONS

Write a point-form summary of the passage below by extracting SEVEN steps to build one's personal brand.

- In 70–80 words summarise only the main points or essential message.
- Use your own words as far as possible. Marks WILL BE deducted if you copy verbatim (word for word) from the passage.
- Do NOT exceed 80 words.
- Count and indicate the number of words that you used in brackets.

**How to build your personal brand**

Creating a personal brand starts with understanding yourself deeply. Think about your values, what you love, what you're good at, and what you might not be so great at. Your personal brand should show who you truly are.

Next, find something special that sets you apart from others. It could be a skill you're really good at, a unique point of view, or an interesting story from your life.

Consistency is key. Whether you're online, at an event, or in a job interview, your personal brand should always be the same.

Share what you know with others. You can do this by writing, speaking, or posting on social media. This helps people see you as an expert in your field.

Don't just talk at people; have conversations with them. Answer questions, respond to comments, and build a community around your brand.

Pay attention to what people say about you and be ready to make adjustments if needed. Personal branding is something that changes as you grow.

Lastly, think about what value you can offer. What can you do to help others? It's not just about what you do, but how you do it that matters. To build a personal brand, you must be yourself, be consistent, share your knowledge, engage with others, adapt when necessary, and focus on how you can help others.

[Source: *https://www.indeed.com/career-advice/career-development/how-to-create-a-personal-brand*]

| CONTENT | LAYOUT | GRAMMAR/LANGUAGE/STYLE | TOTAL |
|---|---|---|---|
| 7 | 1 | 2 | **[10]** |

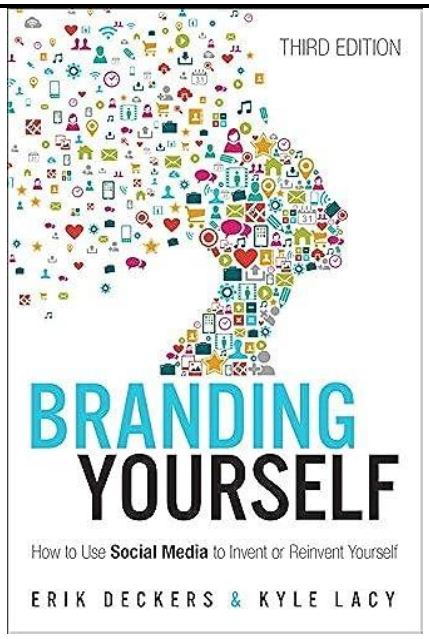
**[10]**

**TOTAL SECTION B: 10**

## SECTION C: VIEWING

## QUESTION 3

Examine the internet advertisement below and answer the questions that follow.




Invent or Reinvent Yourself (Que Biz-Tech)

Only 1 left in stock – order soon.

Condition: new

Quantity 1 Add to cart R1,629

Fast Delivery to South Africa

Easy Returns & Exchanges

Ask about this Product

Price R1,629
Standard 5–8 days delivery once received to our USA hub

[Source: https://zar-en.desertcart.com/products/166989685-branding-yourself-how-to-use-social-media-to-invent-or-reinvent-yourself-que-biz-tech-3rd-edition?gclid=Cj0KCQjwxuCnBhDLARIsAB-cq1g5M3FKJkjwAtJ1_hmnqNqgBi7 PcjGk9-yYL5yVxdgwCaTM-C53bOsaAhYmEALw_wcB]

3.1 In which country is this book published? (1)

3.2 Who are the authors of the book? (2)

3.3 Who would be the target market for this advertisement? (2)

3.4 What is the price of this product? (2)

3.5 Nowadays books are available in many different formats.

3.5.1 Is the book *Branding Yourself* being advertised as an E-book? (2)

3.5.2 Quote from the advertisement to support your response to QUESTION 3.5.1. (2)

3.6 How long would it take for this book to reach the buyer? (1)

3.7 Where would you find the terms and conditions for returning the book? (2)

3.8 Advertisements contain many eye-catching features. What caught your attention when you viewed this advertisement? Mention TWO features. (2 × 2) (4)

**[18]**

## QUESTION 4

Study the cartoon below and answer the questions that follow.




4.1 There are two characters in the cartoon.

4.1.1 Who is the speaker in the cartoon? (2)

4.1.2 Provide a reason for your response to QUESTION 4.1.1 above. (2)

4.2 What do you think the relationship between the two men in the cartoon is? (2)

4.3 Various options are given as possible answers for the following question. Choose the answer and write only the letter (A–D) next to the question number (4.3) in the ANSWER BOOK.

Refer to the statement below the cartoon: what does the speaker attribute his success to?

A Dedication and hard work
B Punctuality and morning routine
C Appreciation for podcasts
D Reliance on office electricity for late work (2)

4.4 Explain the difference between *luck* and *effort*. (2)

4.5 Share an example of when you were lucky. (2)

**[12]**

**TOTAL SECTION C: 30**

## SECTION D: LANGUAGE IN PRACTICE

### QUESTION 5

Complete the passage below by:

- Filling in the missing words
- Choosing the correct response
- Changing the word to the correct form

Write only the answer next to the question numbers (5.1–5.10) in the ANSWER BOOK.

**Why personal branding?**

Personal branding is a **(5.1 power)** way to connect with people and create opportunities. Building a strong network is a big part **(5.2)** this.

Your network can include friends or people **(5.3)** help you find a job and partners **(5.4)** your business. To build a good network, it is essential **(5.5)** give value to others first. This means helping them **(5.6 by/buy)** sharing something valuable.

Having a small group **(5.7)** close connections who trust and support you, is more valuable **(5.8 than/then)** having many shallow connections.

Your personal brand can also help you find better job opportunities. When you build relationships **(5.9)** people in your industry who believe in your skills, they might recommend you for jobs. If you have a strong online presence and are seen as an expert, recruiters might reach out to you with job offers.

Personal branding involves skills like **(5.10 communicate)**, networking and marketing.

(10 × 1) **[10]**

## QUESTION 6

Read the passage below and then answer the questions that follow.
**NOTE:** The text below has deliberate errors.

Humour and branding interesting read …

I once accidentally wore mismached socks to an important networking event. When someone pointed it out, I **chuckled** and said, 'I'm just showing my unique personal brand – one sock at a time!' Surprisingly, it became a conversation starter, proving that sometimes, embracing yor quirks can be the best branding strategy.

[Source: *https://thoughtcatalog.com/january-nelson/2018/06/funny-stories/*]

6.1 Correct the spelling mistake in the first line. Only write the corrected word next to the question number (6.1) in your ANSWER BOOK. (1)

6.2 Provide a synonym for the word written in **bold** in line 2. Use the same tense. (1)

6.3 Correct the spelling mistake in the last line. Only write the corrected word next to the question number (6.3) in your ANSWER BOOK. (1)

6.4 Change the following sentence into indirect speech.

'I'm just showing my unique personal brand – one sock at a time!' (5)

6.5 Various options are given as possible answers to the questions below. Choose the answer and write only the letter (A–D) next to the question number (6.5.1–6.5.2) in the ANSWER BOOK.

6.5.1 In the heading, 'Humour and branding interesting read …', where should the colon be placed for correct punctuation?

A After 'Humour and branding'
B After 'interesting read'
C There is no need for a colon in this phrase
D After both 'Humour and branding' and 'Interesting read' (2)

6.5.2 In the heading, 'Humour and branding interesting read ...', what is the purpose of the ellipsis?

A To indicate a pause in speech
B To connect two unrelated ideas
C To suggest an unfinished thought or continuation
D To emphasise the preceding words (2)

6.6 Change the sentence below into the passive voice:

I am creating my own brand through social media posts.
**Start with:** My own brand … (4)

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6.7 Change the underlined words in the sentence below to form the future tense:

The best personal brands (6.7.1 are built ) on people's hobbies, the things that (6.7.2 get them) excited, and the causes they (6.7.3 care) about most. (3)

6.8 Join the sentences below using any appropriate conjunction except 'and'.

Personal branding offers numerous benefits. It's not without challenges. (2)

6.9 Change the underlined words in the sentences below to form the past tense.

6.9.1 Personal branding helps you find employment. (1)

6.9.2 You build your confidence through personal branding. (1)

6.10 A strong personal brand shows a person's unique value. **What do you bring to the table?**

6.10.1 Provide the figurative meaning of the sentence written in bold. (2)

6.10.2 Create a sentence of your own that shows you understand the literal meaning of the sentence written in bold above. (2)

6.11 Name the figure of speech in the phrase: ***Best branding strategy***. (1)

6.12 Name the parts of speech of the underlined words in the sentence:

(6.12.1 **It**) became (6.12.2 **a** ) conversation starter. (2)
**[30]**

**TOTAL SECTION D: 40**

## SECTION E: COMMUNICATION IN PRACTICE

## QUESTION 7: PRESENTATIONS

7.1 Explain the importance of visual aids in a presentation. Give THREE points. (3)

7.2 Various options are given as possible answers. Choose the correct answer and write the letter (A–D) next to the question number (7.2) in the ANSWER BOOK.

Tempo …

A refers to how loud one's speech is.
B refers to the speed at which one speaks.
C refers to adding background music to your speech.
D refers to pacing the number of facts in your speech. (2)

7.3 Match the appropriate choice for presentations in Column B with the presentation situation in Column A. Choose the correct answer and write the letter (A–E) next to the question number (7.3.1–7.3.5) in the ANSWER BOOK.

| COLUMN A | | COLUMN B | |
|---|---|---|---|
| 7.3.1 | Acting as Master of Ceremonies | A | Announce the nominees displayed |
| 7.3.2 | Presenting an Award | B | Know the topic of your speech |
| 7.3.3 | Accepting an Award | C | Have a list of people who made the event happen |
| 7.3.4 | Making a speech as an invited guest | D | Thanks for recognition of your hard work |
| 7.3.5 | Giving a vote of thanks | E | Know the order of the ceremony |

(5 × 1) (5)

**[10]**

## QUESTION 8: INTERVIEWS

Personal branding means showing up in the best way possible.

Read the scenario below and answer the questions that follow.

David is a college graduate who has secured an interview for his dream job at a tech company. He knows his subject matter very well and believes he will be appointed.

On the morning of the interview, David oversleeps. He forgot to set his alarm. He rushes to get dressed in the suit he borrowed from his brother, only to find that both the jacket and trousers are too tight and won't button or zip up. Struggling with the suit delays him even more. He wears it anyway because he does not have anything suitable of his own. Because the suit is too tight he wears his weekday takkies for comfort even though he has a nagging feeling that they are too casual for an interview.

When David's brother arrives to give him a lift to the interview, David is still inside the house downing a coffee. Even though they drive on the wrong side of the road and overtake wherever possible, David is late and has missed his interview slot. However, David cannot afford to miss this opportunity so he aggressively insists that the receptionist must find out if the panel would still agree to interview him. Luckily they agree, but he must wait for last. The thought of being the last candidate upsets David and he throws himself into a chair but then goes outside for a smoke while he is waiting.

David's lack of courtesy and professionalism in his interaction with the receptionist does not go unnoticed by the HR Manager who popped into the reception area to call the next candidate. The HR Manager sees David standing outside on the pavement puffing on a cigarette. The receptionist tries to remain polite and helpful, but David is too flustered to try and create a positive impression and turns his back on her, muttering to himself.

After the quick smoke break, David feels calmer. When the HR Manager comes to call him, he immediately apologises for his erratic behaviour and his rudeness to the receptionist. The HR Manager is impressed and says, 'Thank you for acknowledging that. Do you take full responsibility for what has happened here this morning?'

8.1 Suggest TWO things that David could have done to avoid being late. (2 × 2) (4)

8.2 Describe TWO inappropriate aspects of David's behaviour when he arrived at the reception.
(2 × 2) (4)

8.3 Identify something that David did right at the start of his interview. (2)
**[10]**

**QUESTION 9: MEETINGS**

9.1 What is the difference between the *closure* and *adjournment* of a meeting?
(2 × 2) (4)

9.2 Provide THREE roles and responsibilities of the chairperson of a meeting.
(3 × 1) (3)

9.3 Provide THREE roles and responsibilities of the secretary in a meeting.
(3 × 1) (3)
**[10]**

**TOTAL SECTION E: 30**
**GRAND TOTAL: 150**

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