higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

ENGLISH FIRST ADDITIONAL LANGUAGE

(First paper)
NQF LEVEL 4

(4101124)

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09:00–12:00

This question paper consists of 15 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
ENGLISH FIRST ADDITIONAL LANGUAGE
NQF LEVEL 4
(First paper)
TIME: 3 HOURS
MARKS: 180

INSTRUCTIONS AND INFORMATION

1. This question paper consists of FIVE sections:

   SECTION A: COMPREHENSION
   SECTION B: PRÈCIS
   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. Start each section on a new page.

6. Use only a black or blue pen.

7. Write neatly and legibly.

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SECTION A: COMPREHENSION

QUESTION 1

Read the text below and answer the questions that follow.

SCANIA AND SHOPRITE LEAD THE SUSTAINABLE TRANSPORT SHIFT

1. Southern African Scania recently handed over several Euro 5 new generation, fuel-saving trucks to Shoprite group, a valued customer of Scania. These trucks are the first of their kind. This marked a partnership between the two companies that operate in two different industries but share the ideal of an economically viable, environmentally friendly solution to transport challenges.

2. Scania's partnership with Shoprite Group started five years ago with the acquisition of several Scania Euro 3 trucks. These trucks had to undergo extensive demonstrations and road testing on some of the country's worst roads and they emerged victorious. The same was done for the newly acquired Euro 5 vehicles. These tests proved that the Euro 5 led by a 10% fuel-saving record across most applications and this sealed the deal for Shoprite to purchase the trucks.

3. 'We've come a long way over the last five years, and this is cause for celebration but it's by no means the destination. Our journey with Shoprite is only just beginning, and this is but one of the many milestones that we will be enjoying together over the years,' said Mark Erasmus, GM of Scania Southern Africa. According to Mark, 'Scania is not just about nuts and bolts or product specifications, but a deep-seated culture that has shaped its operation for 130 years, allowing the company to be 'one step ahead, lead the pack and drive the shift.'

4. In 2004, Scania was the first heavy vehicle manufacturer to produce a Euro 4 engine, which met the European Union's emission standards. In 2005, Scania acquired Selective Catalytic Reduction after-treatment to comply with Euro 5. The Selective Catalytic Reduction (SCR) system is an advanced exhaust after-treatment system which allows the engine to control the production of particulate matter (PM) by increasing the combustion temperature, thus limiting emissions within the permissible value.

5. This is done by using AdBlue, a urea-based fluid which is automatically sprayed into a vehicle's exhaust system to reduce carbon dioxide (CO_2) and nitrous oxide (NO_2) emissions of diesel engines. According to Mark, 45 one-month tests were done with several different customers with many varied needs. In all cases, the Euro 5 unit was more fuel-efficient than the customer's existing trucks.

6. According to Erik, who works for the company, Scania's decisions are supported by three sustainability pillars:
   - Energy efficiency: Scania is constantly improving vehicle efficiency, which leads to improved fuel consumption and lower operating costs for customers.
   - Alternate fuels with the aim of reducing CO_2 emissions: Scania has pioneered the use of alternative fuels for the past three decades and currently has the widest range of alternative fuel-enabled vehicles globally.
   - Smart and safe transport: Scania has more than 500 000 connected vehicles, which increases the company's potential to tailor-make service solutions and deliver higher uptimes.

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7. ‘These pillars are our true north, pointing in the same direction as Shoprite’s goals. Like Shoprite, we are here to collaborate with other partners, to assist, guide and influence customers, local, regional, and national government, industry bodies and NGOs around the importance of environmental stewardship, for the mutual benefit of society. We are doing this together because we believe in the same principles and share the same objective: to create a better future for those who come after us. There are no compromises for our customers when adopting our sustainable transport solutions,’ concludes Erik. ‘Our partnership with Shoprite is pioneering the way to a more sustainable future that will yield great benefits, not only to the transport industry but also to our economy, people and the environment.’

[Source: *proagrimedia.com*]

1.1 Refer to the title: **Scania and Shoprite lead the sustainable transport shift**

Explain the meaning of *sustainable* in context. (2)

1.2 Refer to paragraph 1: ☆

1.2.1 Who is Scania’s valued customer? (1)

1.2.2 Why is a fuel-saving truck valuable to Shoprite? (2)

1.2.3 Use your own words to explain what ‘first of their kind’ means. (2)

1.2.4 What is the common ideal that Scania and Shoprite share? (2)

1.3 State whether each of the following statements is TRUE or FALSE. Quote from paragraph 2 to support each answer.

1.3.1 The Euro 5 was famous for its 10% fuel saving ability.

1.3.2 Scania’s sustainable endeavours with Shoprite was a very recent occurrence.

☆ (2 × 3) (6)

1.4 Why was it necessary to run tests of the trucks on the worst roads? (paragraph 2) (2)

1.5 Explain the meaning of the following in context in paragraph 3:

1.5.1 ‘it’s by no means the destination’

1.5.2 ‘we’ve come a long way’

1.5.3 ‘one step ahead, lead the pack and drive the shift.’

(2 × 3) (6)

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1.6 Scania and Shoprite have walked a long road together.

1.6.1 Is this statement LITERAL or FIGURATIVE? (1)

1.6.2 Give a reason for your answer in Question 1.6.1. (2)

1.7 Refer to paragraph 4. Indicate whether each of the following statements is a FACT or an OPINION. Give a reason for your answer.

1.7.1 In 2004, Scania produced the Euro 4 engine. (2)

1.7.2 Scania aligned itself to the European Union's emission standards. (2)

1.8 Why is it important for the world that emissions are limited? (2)

1.9 Who is the target audience of this article? Give a reason for your answer. (2)

1.10 Refer to paragraph 5.

1.10.1 How do we know that Scania conducts many tests on its products? Quote in support of your answer. (2)

1.10.2 What do you understand by the term, 'varied needs?' (2)

1.11 Refer to paragraph 6.

1.11.1 Name Scania's 3 sustainable pillars. (3)

1.11.2 Explain the link between fuel consumption and lower operating costs. (2)

1.11.3 What does the word 'pioneered' tell us about Scania as a company? (2)

1.11.4 Why would a 'tailor-make' service solution appeal to companies? (2)

1.12 Bearing in mind the content of this article, comment on the importance of environmental stewardship (paragraph 7) in our world today. (3)

[50]

TOTAL SECTION A: 50

SECTION B: PRÉCIS

QUESTION 2

Write a précis of the article below in **not less than 75 words** and **not more than 85 words.**

INSTRUCTIONS

- Write a paragraph of TEN points in which you discuss **how and why a business should go about creating a marketing strategy.**
- Provide a heading different from the one used in the text below.
- Use your own words as far as possible. You will be penalised for copying verbatim from the passage.
- Indicate the number of words that you used in brackets at the end of the précis. Do not exceed the number of words stated above.

Marketing Strategy

1. A marketing strategy can be defined as a business's overall plan that will enable it to buy or sell its products and services. A marketing strategy determines how to reach prospective consumers and turn them into customers. It contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements. It is important for companies to know how to go about creating a strategy.

2. In order to create a marketing strategy, a business must firstly identify its goals. Thereafter, it needs to determine what its clients need to improve their lives. The business must create its own message. This message must show its clients how the product will benefit them. It is essential that the business sets its budget limits. This is important because such a budget will enable the business to determine what it can afford.

3. Furthermore, the business needs to determine its channels of communication. It will need to work out which channels will work for its specific product. Some may choose blogging, print-form advertisements, television, etc. The company will also need to measure its success. This means that the company must be able to determine whether it is reaching its audience.

4. Essentially a company must have the four Ps for success: product, price, promotion, place. Having a good marketing strategy is a critical step in converting consumers into customers.

[Source: *Investopedia.com Feb, 2024*]

CONTENT	GRAMMAR/LANGUAGE/STYLE	LAYOUT	TOTAL
10	07	03	20

[20]

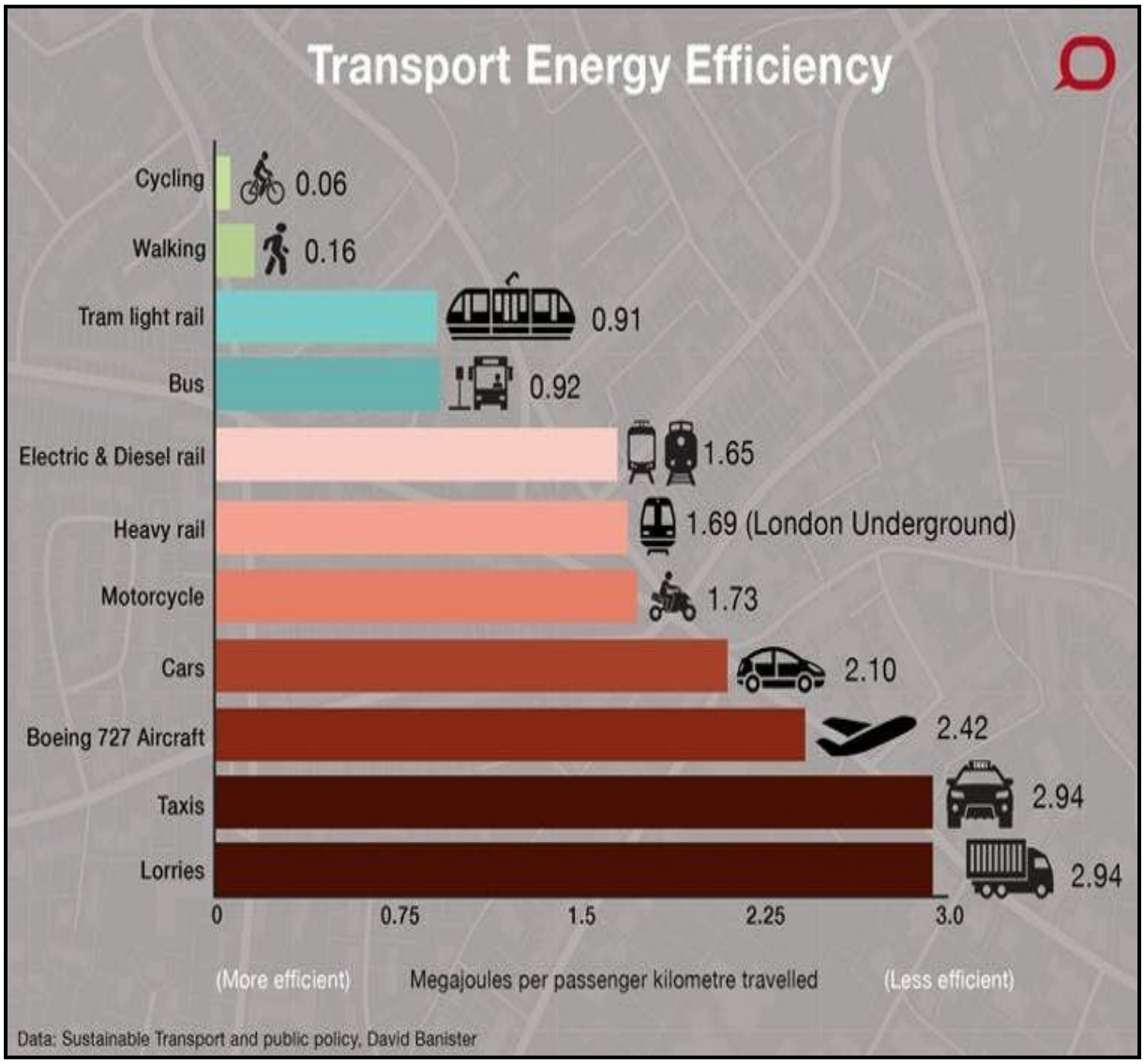
TOTAL SECTION B: 20

SECTION C: VIEWING

QUESTION 3

Study the graph below and answer the questions that follow.

NOTE: Energy efficiency in transport is related to fuel consumption. The less energy consumed such as those in the 0. category, the better is it for the environment. If more energy is used, the environment suffers. Public transport is better than using an individual vehicle because many people travel together and thus the amount of fuel used is spread across many.



3.1 Refer to the graph above.

3.1.1 Name TWO modes of transport that are most energy efficient. (2)

3.1.2 Why are these modes of transport best for the environment? (2)

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3.1.3 Identify TWO modes of transport that are equal in terms of energy efficiency. (2)

3.1.4 Why are lorries less efficient than heavy rail? (2)

☆ 3.1.5 Why are buses and tram light rails better than cars in terms of saving energy? (2)

3.1.6 Is the use of trucks on roads essential? Give a reason for your answer. (3)

3.2 Study the picture below and answer the questions that follow:



3.2.1 What kind of picture does the advertiser want the photographer to take? (2)

3.2.2 What is the meaning of 'photography challenge'? (2)

☆

3.2.3 How would you describe the child's expression? (2)

3.2.4 Describe the surroundings in which the child is seated. (2)

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3.3 Study the picture below and answer the questions that follow.



NOTE: The words in small print read: Siya Kolisi about launching a foundation to help South African hospitals.

3.3.1 What does Siya Kolisi's expression show? (2)

3.3.2 Why is he pictured with a rugby ball? (1)

3.3.3 What is Siya giving back to South Africa? (2)

3.3.4 How would the foundation benefit South Africans? (2)

3.3.5 Why is the support of the public important to rugby players? (2)
[30]

TOTAL SECTION C: 30

SECTION D: LANGUAGE IN PRACTICE

QUESTION 4

4.1 Complete the following passage by filling in the correct preposition; choosing the correct word/form of the word in brackets and the correct punctuation. Write only the answer next to the question number (4.1.1–4.1.20) in the ANSWER BOOK.

1. (4.1.1 …preposition) 1982, the Poor School was converted into (4.1.2 … it's/its) new identity as the Middelburg Museum. It was the job of Mr PF Aucamp to visit the local businesses and ask for (4.1.3 … shelf) and shop mannequins for display (4.1.4 … purpose).

2. Mr Aucamp's wife (4.1.5 …work) at the town library. He (4.1.6 …drive) up in his car, with a female mannequin in the seat next to him. In full view of everyone, he began kissing the shop doll.

3. Mrs Aucamp was called out by the crowd to witness this act of 'infidelity' and according to reports, was mightily (4.1.7 … displease) until she realised, she (4.1.8 …has/had) been tricked by her husband.

4. Today, Middelburg Museum is a rich eclectic mix of artefacts and recorded history. One of the (4.1.9 … strike) exhibits leans (4.1.10 … against/on) the wall of a corridor. It (4.1.11 …is/was) a gigantic clock-face, almost (4.1.12 …preposition) tall as a human.

5. Instead of doing without the steeple and just closing the building, the church was (4.1.13 …complete) dismantled, and a modern version (4.1.14 …verb to be) built. All that remained of the first building (4.1.15 …were/was) some pews and the clock-face in the passage.

6. Middelburg has one of the (4.1.16…rich) fossil records (4.1.17…global). It is ideal for people who want to get (4.1.18…to/into) the (4.1.19…earths/earth's) history. (4.1.20 …Its/It's) a popular place for visitors. (20)

4.2 Change the following sentence into the active voice:

Mrs Aucamp was called out by the crowd to witness this act of infidelity. (2)

4.3 'It is a gigantic clock-face, almost as tall as a human.'

Identify TWO figures of speech used in this sentence. (2)

4.4 Find antonyms of your own for the following words in context:

4.4.1 new (paragraph 1)

4.4.2 poor (paragraph 1) (2)

4.5 Identify the punctuation mark and indicate its function in each of the words below:

4.5.1 She'd

4.5.2 'Infidelity'

4.5.3 Clock-face (3)

4.6 Add a question tag to the following sentence:

Some people claim that you can hear ghosts walking around. (2)

4.7 Rewrite the following sentence in the passive voice:

The local people dismantled the old church. (2)

4.8 Rewrite the following sentence in the negative form:

Mrs Aucamp works at the town library. (2)

4.9 Rewrite the following sentence in the present tense:

Mrs Aucamp was called out by the crowd to witness that act of infidelity. (2)

4.10 Identify the part of speech of each of the following words, in context:

4.10.1 Middelburg (paragraph 1, line 2)

4.10.2 work (paragraph 2, line 1)

4.10.3 into (paragraph 6, line 2) (3)

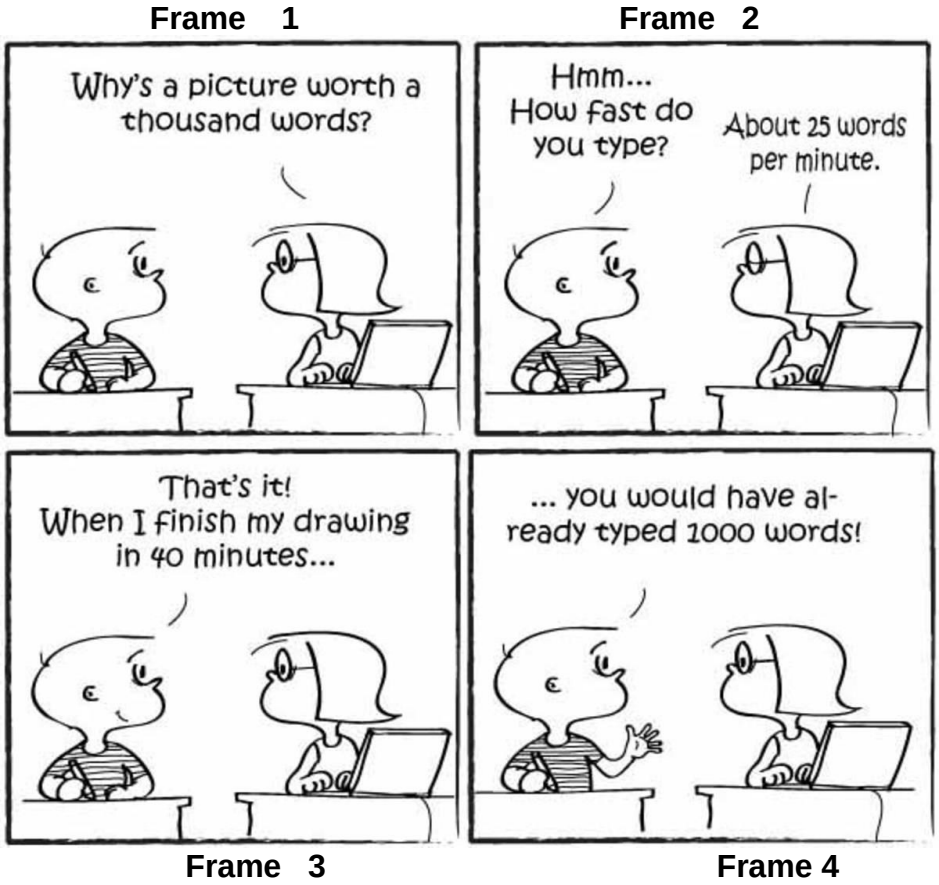
[40]

TOTAL SECTION D: 40

SECTION E: COMMUNICATION IN PRACTICE

QUESTION 5

Read the comic strip below and answer the questions that follow.



5.1 Refer to Frame 1.

5.1.1 Is the sentence, 'Why's a picture worth a thousand words?' literal or figurative? Give a reason for your answer. (3)

5.1.2 What is the boy doing in frame 1? (1)

5.2 Refer to Frame 2.

5.2.1 What does **Hmm…** suggest about the boy? (2)

5.2.2 Do you think he understood the question? Support your answer. (2)

5.3 Refer to Frames 3 and 4.

5.3.1 'That's it!' explain the tone in the boy's response here. (2)

5.3.2 Does the boy's final words in frame 4 link to the question that the girl asked him? Explain the humour. (2)

[12]

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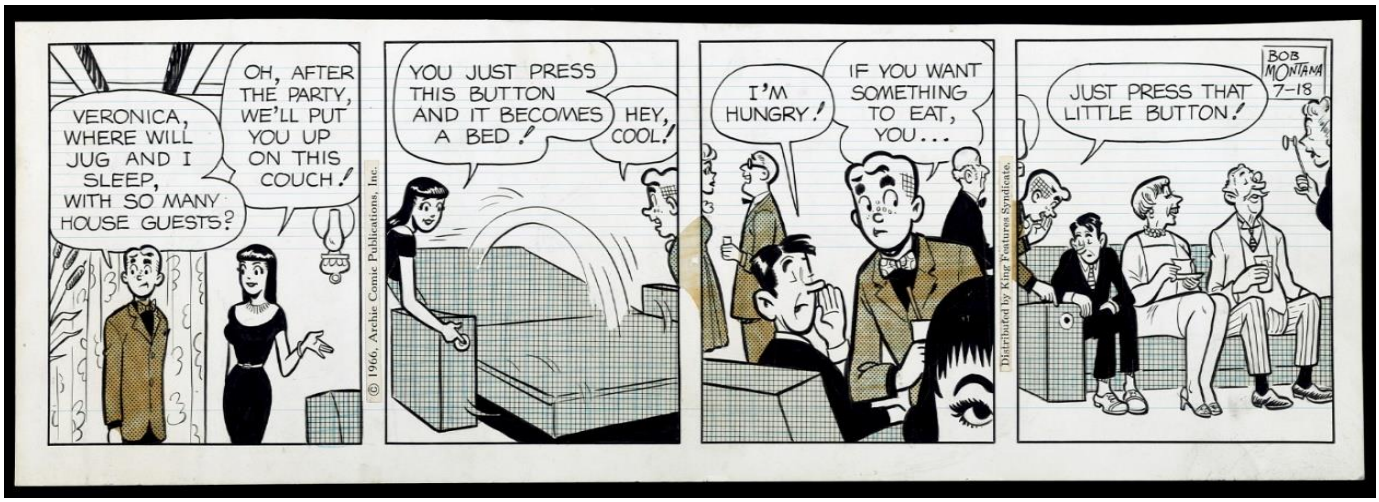
QUESTION 6

Read the comic strip below and answer the questions that follow.



Frame 1 **Frame 2** **Frame 3** **Frame 4**

6.1 Refer to Frame 1.

6.1.1 Describe the man's facial expression and indicate what it suggests. (2)

6.1.2 What does Veronica's tone and body language tell us about her? (3)

6.1.3 Identify the punctuation mark in her words that tell us that she speaks strongly. (1)

6.2 Refer to Frame 2.

6.2.1 What does the man's response, 'Hey cool!', tell us about his feelings? (2)

6.3 Refer to Frames 3 and 4.

6.3.1 Why does the man in frame 3 attempt to cover his mouth? (2)

6.3.2 'If you want something to eat, you…' (Frame 3)

Explain why the man hesitates and looks around strangely as he says these words. (2)

6.3.3 What do the three dots in the above statement mean? (2)

6.3.4 'Just press that little button!' (Frame 4)

Explain what will happen when the button is pressed. (2)

6.3.5 Is this a party for young people? Support your answer. (2)

[18]

QUESTION 7

7.1 Study the advertisement below and answer the questions that follow.

In Germany there are no getaway cars.



In Germany, justice is swift.

As you can see by the 911 Porsche patrol car above.

It has a rear-mounted, horizontally opposed 6-cylinder engine which, on this year's model, produces an intimidating 214 horsepower along with a top speed of 149 mph. Stock.

In fact, it's the same engine which, when modified to power the Porsche 935, 956, and 962, has won at Le Mans, Daytona and Sebring.

Over and over and over.

Now, you'd think that would be enough to discourage any would-be offender in Germany. But, occasionally, there are still high-speed pursuits.

They just don't last long.

PORSCHE®

The Porsche experience begins with your authorized Porsche dealer.

(Dealer Name)

© 1987 Porsche Cars North America, Inc.

NOTE: The word polizei is the German word for police.

7.1.1	Why are there no getaway cars in Germany?	(2)
7.1.2	How does the advertiser convince the reader that the engine is very powerful?	(2)
7.1.3	Why are the words ‘over and over and over’ repeated?	(2)
7.1.4	Do people in Germany still try to get away from the police? Quote to support your answer.	(2)
7.1.5	Explain the meaning of, ‘They just don’t last long.’	(2)
		[10]

☆

TOTAL SECTION E: 40
GRAND TOTAL: 180

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