higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

COMMUNICATION N4
(First paper)

(5140344)

11 November 2022 (X-paper)
09:00–12:00

OPEN BOOK EXAMINATION

Two dictionaries and two additional references may be used.

This question paper consists of 5 pages and 1 addendum.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
COMMUNICATION N4
(First paper)
TIME: 3 HOURS
MARKS: 100

INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
2. Read all the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Start each question on a new page.
5. Use only a black or blue pen.
6. Write neatly and legibly.

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QUESTION 1: PRECIS

The ADDENDUM (attached) contains information about bamboo trees.

Read the text and summarise it in twelve points of no more than 120 words. Indicate the number of words at the end of the summary. Provide your own suitable heading for the summary. Do not use the heading in the ADDENDUM. The heading should not have less than eight words.

CONTENT	LANGUAGE	FORMAT
12	5	3

[20]

QUESTION 2: LETTER OF INVITATION

You have heard about Henry Ford's success in business after following the bamboo tree theory. For his business to be successful, he had to spend five years "watering" it without success, but he persisted. He is now a successful businessperson who is well-known globally. He extended his business by being a motivational speaker who is going to places to encourage those who are new in business to strive for better futures.

Your manager at a small company called Dikope Consulting Agency requested you to write Mr Henry Ford a letter of invitation to be a guest speaker at a workshop where he must share his secret to success with other local young small-business owners. The workshop will be held on 12 February 2023 at Park Lodge in Muizenberg, Western Cape, from 08:30 until 14:00. 300 young people are expected to attend the workshop.

Write a letter of invitation and use the following information.

Dikope Consulting Agency
Private Bag X1245
Stayloop
1249
Email address: dicopeca@gmail.com

Henry Ford Motor Company
PO Box 1972
Myngenoegen
8234
Hford@yahoo.com

CONTENT	LANGUAGE	FORMAT
12	6	7

[25]

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QUESTION 3: NOTICE AND AGENDA

The Ford Motor Company has organised a two-day workshop for youths who are unemployed and who wish to start their own businesses. Some of the successful people, like the owner, Henry Ford, the legendary jockey, Eddie Arcaro, Richard Hooker, Mr Maponya and Caster Semenya are also invited to the workshop to encourage the youth about small-business development and the repercussions of remaining positive about life – not forgetting to use the bamboo tree theory. Issues like how to draw up a business plan, where to get funds/capital to start a business and the people you should network or connect with will be discussed.

The workshop is arranged as follows: Keitumetse Relaxing Resort from 15 to 16 June 2023 starting from 08:30 to 16:00 each day. Day 1 will be for the workshop and day 2 for activities such as role play, etcetera.

As the public relation officer of the company, write a notice and an agenda in memo format to the Lekwa Local Municipality regarding the Keitumetse Relaxing Resort and the neighbouring villages/cities to inform them about the workshop that is taking place at the resort.

CONTENT	LANGUAGE	FORMAT
10	4	6

[20]

QUESTION 4: INVESTIGATION REPORT

The CEO of Kula Motor Company, Mr Maponya, has observed that for the past three months there are a number of employees who are not showing up at work on Mondays and Fridays. It has raised his concern as it is also affecting the business negatively. On 7 February 2023 the CEO tasked you as the production manager to conduct a short investigation into the possible causes of absenteeism of employees at his company. He is expecting the report on his table on 12 February 2023.

General causes of employee absenteeism:

- Workers not satisfied with working conditions
- Unfair treatment
- No compensation or incentives for workers who go the extra mile
- Young workers who are not committed to their work

Use the following headings to compile an investigation report for your manager:

1. Terms of reference (who instructed you, the date, the instruction, the purpose, the date of submission)
2. Procedure
3. Findings
4. Conclusion
5. Recommendations

CONTENT	LANGUAGE	FORMAT
8	6	6

[20]

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QUESTION 5: DISPLAY JOB ADVERT

The workshop at the Keitumetse Relaxing Resort was a success as youth came in their numbers. Mr Henry Ford realised that the number of unemployed youth is overwhelming and that it is actually more than he anticipated. He therefore felt the urge to create jobs at five of his company branches around Mpumalanga.

The Ford Motor Company is now looking for 15 interns in the marketing department. The contract is for two years with a R5 800,00 stipend. One of the requirements is that incumbents/candidates should be able to speak the local language, which is SiSwati. The closing date is 28 July 2022 on or before 12:00.

Design a display advertisement wherein you invite applications from unemployed youth around Mpumalanga to apply for these posts. Use the forwarding address given in QUESTION 2. Apply AIDA principles. The requirements for applicants are not limited to those already mentioned.

CONTENT	LANGUAGE	FORMAT
8	3	4

[15]

TOTAL: 100

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ADDENDUM

KEEP WATERING YOUR BAMBOO TREE – ERIC ARONSON

In East Asia, there is a tree called the Chinese bamboo tree. This remarkable tree is different from most trees in that it does not grow in the usual fashion. While most trees grow steadily over a period of years, the Chinese bamboo tree does not break through the ground for the first four years.

Then, in the fifth year, an amazing thing happens – the tree begins to grow at an astonishing rate. In fact, in a period of just five weeks, a Chinese bamboo tree can grow to a height of 90 feet. It is almost as if you can actually see the tree growing before your very eyes.

Well, I am convinced that life often works in a similar way. You can work for weeks, months and even years on your dream with no visible signs of progress and then, all of the sudden, things take off. Your business becomes profitable beyond your wildest dreams. Your marriage becomes more vibrant and passionate than you ever thought it could be.

Yet, all of this requires one thing – faith. The growers of the Chinese bamboo tree have faith that if they keep watering and fertilising the ground, the tree will break through. Well, you must have the same kind of faith in your bamboo tree, whether it is to run a successful business, win a Pulitzer Prize, raise well-adjusted children, or what have you. This is the hard part for most of us. We get so excited about the idea that has been planted inside of us that we simply cannot wait for it to blossom. Therefore, within days or weeks of the initial planting, we become discouraged and begin to second-guess ourselves.

Sadly, what they fail to realise is that pursuing your dream is a sure thing if you just do not give up. So long as you keep watering and fertilising your dream, it will come to fruition. It may take weeks. It may take months. It may even take years, but eventually, the roots will take hold and your tree will grow. And when it does, it will grow in remarkable ways.

We have seen this happen so many times. Henry Ford had to water his bamboo tree through five business failures before he finally succeeded with the Ford Motor Company. Richard Hooker had to water his bamboo tree for seven years and through 21 rejections by publishers until his humorous war novel, *M*A*S*H*, became a runaway bestseller, spawning a movie and one of the longest-running television series of all time.

Another great bamboo grower was the legendary jockey, Eddie Arcaro. Arcaro lost his first 250 races as a jockey before going on to win 17 Triple Crown races and 554 stakes races for total purse earnings of more than $30 million. This really made me think about the important things in life and how something worthwhile always takes time.

[Adapted from: *https://www.jdmindcoach.com/plant-takes-5-years-start-growing/*]

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