higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4
(First paper)

8 November 2022

This marking guideline consists of 7 pages.

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QUESTION 1: PRÉCIS

Content	10	Ability to isolate main points – Maximum of 10 ticks
Coherence	4	Candidates should write one paragraph of ideas that flow smoothly, use conjunctions to link ideas in a paragraph and logically arrange the sequence of events in a paragraph. -1 if not in a paragraph. Assessment could be made on the following scale: 4 Good 3 Average 2 Weak 1 Poor
Language	4	Own words, no grammar, punctuation and spelling mistakes
Words	1	Words within limit (95–105) and indicated in brackets at the end of the paragraph.
Heading	1	Different and suitable heading from the one given

- The #NotInMyName campaign fights against femicide and gender based violence.
- According to Africa Check, the number of rapes has increased to an average of 110 per day.
- South Africa's femicide rate is higher than the global average.
- The average rate has also been increasing over the past 5 years.
- The Institute of Security Studies warns that rape statistics recorded by the police are not entirely accurate.
- SAPS reports on crimes against women, indicate that 15 out of every 100 000 women had been murdered.
- Femicide and rape, targeting women and girls are serious problems.
- The movement works with communities to hold the government accountable for their actions and inactiveness.
- The movement aims to empower South Africans to use their constitutional rights. The movement also focusses on issues of socioeconomic and social injustice.

ALLOCATION OF MARKS FOR LANGUAGE

CONTENT MARKS	LANGUAGE MARKS TO BE AWARDED
1–3	1
4–5	2
6–8	3
9–10	4

[20]

QUESTION 2: LETTER OF INVITATION

MALUTI TVET COLLEGE*

Tel No.: 058 319 4400
Fax No.: 058 319 4401
Email: (Any)

PO Box 243*
BETHLEHEM (Caps)*
5578*

Date: (From 14 April 2022, one month before the event)*

Mr Thabo Modiselle*
#NotInMyName organisation*
Private Bag X 4378 (Any address) *
BETHLEHEM (Caps)*
5578*

Dear Sir/Dear Mr Modiselle*

INVITATION TO ACT AS A GUEST SPEAKER*

Explain why Mr Modiselle is being invited.✓

Give details about the function, venue, day, date and time.

The function will be held at the college auditorium,✓ on Friday,✓ 14 May 2022 at 10:00.✓

Give details about the audience: How many people are expected, their level of education, interest, etc.

The event is expected to be attended by approximately 350 male college students,✓ enrolled in both Nated and NCV programs.

He is expected to address the students on the theme 'The importance of opening up'✓ for 15 minutes and another 15 minutes will be used for a question and answer session.✓

Offer the use of equipment/aids (e.g. overhead data projector) should it be required.

Give details of travel arrangements, accommodation, transport and speaking fees.✓

Ask for a reply by a certain date (Not too close to the date of the event).

Request a CV and a recent photograph to be used in the advertisement of the event.✓

End with goodwill – Express hope that he will be available.✓

Yours faithfully/Yours sincerely* NB: Note that the salutation used must correspond with the ending.

Signature* (Should represent name and surname)

THABO TEKANA*

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Content	10	Indicated by ticks	
Language	5	No language errors	5
		Good language with only 1 or 2 language errors	4
		Average language	3
		Weak language/below standard	2
		Poor language	1
Format	5	-1 for each error in areas marked with *	

ALLOCATION OF MARKS FOR LANGUAGE

CONTENT MARKS	LANGUAGE MARKS TO BE AWARDED
1–2	1
3–4	2
5–6	3
7–8	4
9–10	5

[20]

QUESTION 3: TELEPHONE MESSAGE

MALUTI TVET COLLEGE

TELEPHONE MESSAGE

TO: Thabo Tekana

FROM: Dineo Nteo / Secretary to the executive mayor*

FIRM: Dihlabeng Municipality*

TEL: 058 391 1606*

TIME: Any time during business hours*

DATE: 3 May 2022*

MESSAGE

While you were in a meeting,✓ Ms Dineo Nteo, the secretary to the executive mayor phoned.✓

She wanted to inform you that the mayor would like to publish an article on the event in the local newspaper, *The Maluti Times*.✓ Please let her know by 6 May 2022✓ whether the college agrees to this or not,✓ so that the editorial team can attend to it.✓

For more information, you can contact her on 058 391 1606.✓

Taken by: Rosina*

Content	7	Indicated by ticks	
Language	3	No language errors or good language with only 1 or 2 language errors	3
		Average language	2
		Weak language/Below standard/Poor language	1
Format	5	-1 for areas marked with *	

ALLOCATION OF MARKS FOR LANGUAGE

CONTENT MARKS	LANGUAGE MARKS TO BE AWARDED
1–3	1
4–5	2
6–7	3

[15]

QUESTION 4: NOTICE FOR THE NOTICE BOARD

MALUTI TVET COLLEGE

NOTICE

#NOTINMYNAME
ANTI-GENDER-BASED VIOLENCE CAMPAIGN
FOR ALL MALE STUDENTS✓

ALL MEN MUST STAND UP AGAINST:

MENTION THREE EXAMPLES OF VIOLENCE AGAINST WOMEN AND GIRLS✓✓✓

HIGHLIGHT THREE NEGATIVE EFFECTS OF GBV ✓✓✓

If you are a victim of GBV, speak out against GBV.✓

Content	8	Indicated with ticks	
Language	3	No language errors	3
		Average language	2
		Poor language	1
Format	4	Striking heading in large letters	
		Different font sizes	
		Enough white space	
		Border around the notice	
		Neatness	

ALLOCATION OF MARKS FOR LANGUAGE

CONTENT MARKS	LANGUAGE MARKS TO BE AWARDED
1–3	1
4–6	2
7–8	3

[15]

QUESTION 5: FEEDBACK REPORT

MALUTI TVET COLLEGE

Tel No.: 058 319 4400*

ADDRESS: PO Box 243*
BETHLEHEM (Caps)*
5578*

Fax No.: 058 319 4401*

DATE: (Any date 16 – 20 May 2022*

Email: Any acceptable email*

FEEDBACK REPORT ON THE #NOTINMYNAME SEMINAR

1. BACKGROUND*
   The college council✓ instructed the student support manager✓ to write a feedback report on the #NotInMyName seminar✓ that was held on 14 May 2022.✓

2. PURPOSE*
   The purpose of this report is to make an overall evaluation of the #NotInMyName seminar,✓ to identify the problems which arose✓ and to make recommendations on how to avoid these in future.✓

3. SPEAKERS*
   The first speaker was the National spokesperson of the #NotInMyName campaign,✓ Mr Thabo Modiselle.✓ He addresses the students on the importance of opening up. His presentation was very informative and we definitely learnt a lot from what he had to share.✓

   Second speaker
   - Mention name✓
   - Topic covered✓
   - Evaluate his/her presentation✓

4. VENUE*
   The seminar was held in the college auditorium.✓ (evaluate the venue) E.g.: The venue was too small to accommodate all the students who attended.✓

5. MEDIA COVERAGE*
   The editorial team of *The Maluti Times*✓ covered the event and students were very excited when they saw the cameras and they also enjoyed the interviews that were conducted with them after the event.✓

6. CONCLUSION*
Despite a few challenges that were experienced, the event was a huge success.✓

7. RECOMMENDATIONS*
It is recommended that the seminar should run for two days so that all the students can get an opportunity to attend it.✓/
It is recommended that the seminar should be an annual event. ✓
(Any relevant recommendation)

8.
Compiled by*:
THABO TEKANA*
STUDENT SUPPORT MANAGER*

Content	20	Indicated by ticks	
Language	5	No language errors	5
		Good language with only 1 or 2 language errors	4
		Average language	3
		Weak language below standard	2
		Poor language	1
Format	5	-1 For each error in areas marked with *	

ALLOCATION OF MARKS FOR LANGUAGE

CONTENT MARKS	LANGUAGE MARKS TO BE AWARDED
1–4	1
5–8	2
9–12	3
13–16	4
17–20	5

[30]

TOTAL: 100

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