higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

COMMUNICATION N6
(First paper)

10 November 2022

This marking guideline consists of 6 pages.

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QUESTION 1: TELEPHONE MESSAGE

SPIRITUAL CDs, DVDs AND MAGAZINES SHOP X

TELEPHONE MESSAGE X

TO: Mr Tintswalo Mabasa X
FROM: Mr Oral Roberts X
COMPANY: Oral Roberts NGO X
Cellphone: 088 889 7890 X
DATE: 3 January 2022 X
TIME: 11:30 X

MESSAGE: X
Mr Oral Roberts called✓ and apologised✓ that they would not be able to deliver CDs, DVDs and magazines✓ this season✓ due to the Covid-19 pandemic.✓ He promised to contact you when things are back to normal.✓

MESSAGE TAKEN BY: Tinyiko X

Content:	6 (indicated by✓)
Format:	5 (10 × ½ mark
Language:	4
TOTAL	15

[15]

QUESTION 2: NOTICE AND AGENDA OF A SPECIAL MEETING

SPIRITUAL CDs, DVDs AND MAGAZINES SHOP X

Tel: 015 786 2032 X

25 Shibambu Street X
GIYANI X
0826 X

088 786 2031 X

(Any date before 14 November 2022) X

Dear member X

NOTICE OF A SPECIAL MEETING X

Please note✓ that the special meeting of staff members of the Spiritual CDs, DVDs and Magazines shop✓ will be held at the Sunrise hotel on Monday✓ 14 November 2022 at 11:00.✓
The reason for the meeting is to discuss the effect of the incidents of looting and unrest in the area✓ on our shop and ways to improve sales, marketing and the advertising of our business.✓

Yours sincerely X
Signature X
TINTSWALO MABASA X
MARKETING MANAGER X

AGENDA X

1. Opening and welcome✓
2. Attendance register✓
3. Apologies✓
   3.1 looting and unrest in the area ✓
   3.2 Damage caused by the looting and unrest✓
   3.3 New ways of improving marketing, sales and advertising✓
5. Closure✓

Content:	13 (indicated by✓)
Format:	7 (14 × ½ mark
Language:	5
TOTAL	25

[25]

QUESTION 3: EMAIL

ICONS …		
CLIPBOARD		
SEND	**TO**	**manager@sunrisehotel.co.za (accept any domain address)** X
	CC	logisticsmanager**@sunrisehotel.co.za** X
	SUBJECT	RESERVATION FOR TWO CANDIDATES FROM 21 - 25 NOVEMBER 2022 XX

Dear Mr Blake X

We noticed that the Sunrise hotel was rated as one of the best in Cape Town,✓
and therefore we would like to make a reservation for two of our employees✓
from the 21 to 25 November 2022.✓
Our employees will be attending the National Spiritual Workshop✓
which will be held at the Sunrise hotel sports venue✓ from 21 to 26 November 2022.✓ Their names are as follows: (Any 2 names)✓✓
Could the hotel please ensure that our employees receive breakfast✓ in their rooms✓ by 7:30✓
each morning of their stay as they will have very busy programmes. ✓

Thank you. We hope to receive your response soon. (Any goodwill sentence)✓

Tintswalo Mabasa (Accept surname and initial) X

Content:	13 (indicated by✓)
Format:	3 (6 × ½ mark
Language:	4
TOTAL	20

[20]

QUESTION 4: LETTER TO THE PRESS

SPIRITUAL CDs, DVDs AND MAGAZINES SHOP X

Tel: 015 786 2032

25 Shibambu Street
GIYANI X (in CAPS)
0826

088 786 2031 X

The news editor X
The Star newspaper X (accept creativity)
36 Thelma's Avenue
PRETORIA X
0123

Dear Sir/Madam X

OPENING OF A NEW BRANCH X

Reason for writing the letter✓✓
Detailed explanation of the topic (Opening of a new branch)✓✓
Facts (Any TWO related facts)✓✓
Subjective words
(Previous employees who lost their jobs can apply for transfer to the new branch)✓
(Customers are advised to visit the new branch)✓
Any related rhetorical question, e.g. Do you travel far when you need CDs and magazines?✓✓
Positive note:✓✓

Signature X
TINTSWALO MABASA X (Do not accept any other name.)

Content:	12 (indicated by✓)
Format:	5 (10 × ½ mark
Language:	3
TOTAL	20

[20]

QUESTION 5: FEEDBACK REPORT

SPIRITUAL CDs, DVDs AND MAGAZINES SHOP X

MEMORANDUM X

To: Mr Tintswalo Mabasa (The marketing manager) X
Date: 30 November 2022 X
From: Mihloti Maluleke X
Ext.: (Any three/four numbers) X

Subject: FEEDBACK REPORT ON CAPE TOWN NATIONAL SPIRITUAL WORKSHOP X

The marketing officer, Mr Tintswalo Mabasa requested me✓ on 28 November 2022 to compile a feedback report on the National Spiritual Workshop✓ that took place from 21 to 26 November 2022.✓ The aim is to offer an evaluation and recommendations regarding our accommodation and the workshop.✓ (4)

ACCOMMODATION
We were booked in at the Sunrise hotel for 5 days.✓ The service was excellent. Breakfast was served from 7:30 every morning.✓ (2)

MARKETING SALES AND ADVERTISING
(NOTE: Award a mark for each mention of the speaker and what he/she said taken from the ADDENDUM (attached).

SPEAKER 1, TD JAKES - He recommended a strong website.✓

SPEAKER 2, ORAL ROBERTS: WIKIS - There should be an open communication channel between the employer and the employees.✓

SPEAKER 3, DR S.D. GUMBI: BLOGS - The customers and the organisation rapport /relationship.✓

SPEAKER 4, M.Z. ZWANE: FACEBOOK - Sharing of posts/information on a social media platform.✓

All went well (Any reasonable conclusion)✓

Any reasonable recommendation✓

Signature x

Content:	12 (indicated by✓)
Format:	4 (8 × ½ mark)
Language:	4
TOTAL	20

[20]

TOTAL: 100

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