higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

COMMUNICATION N6

(First paper)

(5140406)

10 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 4 pages and 1 addendum.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
COMMUNICATION N6
(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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BACKGROUND

Tintswalo Mabasa is the marketing officer of the Spiritual CDs, DVDs and Magazines shop. His shop is situated at:
25 Shibambu Street
GIYANI
Tel 015 786 2032
088 786 2031

The Spiritual CDs, DVDs and Magazines shop is new in the market in South Africa. It sells spiritual books with stories, Bible verses and worship songs ranging from international, national and provincial artists. The aim is to heal the broken-hearted and revive and bring hope to the hopeless.

QUESTION 1: TELEPHONE MESSAGE

On 3 January 2022 at 11:30, one of the regular sponsors, Mr Oral Roberts of the Oral Roberts NGO, called the office. Tintswalo was in a meeting and his secretary, Tinyiko, took the message for him.
Mr Oral Roberts said that they would not be able to deliver international CDs, DVDs and magazines this season due to the Covid-19 global pandemic and apologised for the inconvenience caused. However, he said that they would contact the shop as soon as things get back to normal and they could resume with their deliveries. His cell phone number is 088 889 7890.

Create the telephone message form and write the message taken by Tinyiko.

CONTENT	GRAMMAR/STYLE	FORMAT	TOTAL
6	4	5	15

[15]

QUESTION 2: NOTICE AND AGENDA OF A SPECIAL MEETING

During incidents of looting and unrest in the area, the Spiritual CDs, DVDs and Magazines shop was also affected. The marketing manager called an urgent meeting for all the staff members to discuss the crisis and ways of improving sales, marketing and the advertising of the business. The meeting would be at the Sunrise hotel at 11:00 on 14 November 2022.

Write the notice and agenda of this meeting.

CONTENT	GRAMMAR/STYLE	FORMAT	TOTAL
13	5	7	25

[25]

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QUESTION 3: EMAIL

Each year the Spiritual CDs, DVDs and Magazines shop sends two of their employees to the National Spiritual Workshop which is usually held in Cape Town. This workshop is a dynamic event for creative businesses to showcase/market their products and services to the general public. Speakers from different parts of the world are invited to come and inspire business owners. This year's workshop will be from 21 to 26 November 2022. It will be at the Sunrise hotel sports venue from 8:00 to 16:00.

Write an email dated 10 November 2022 to the manager at the Sunrise hotel in Cape Town, Mr Blake, making a reservation for two candidates for five days, from 21 to 25 November 2022. Remember to cc the logistics manager of the hotel. Give them the employees' names and request that breakfast be served via room service by 7:30 each morning as the employees will have very busy programmes.

CONTENT	GRAMMAR/STYLE	FORMAT	TOTAL
13	4	3	20

[20]

QUESTION 4: LETTER TO THE PRESS

It was discussed in the meeting on 14 November that a new branch should be opened at Mooiriver as the previous one in Hammarsdale Mall was looted and damaged. The new shop will be opened on 10 December 2022.

Write a letter to the press where you notify the public of the opening of the new branch. It should be advertised in the local newspaper on the 3 December 2022.

CONTENT	GRAMMAR/STYLE	FORMAT	TOTAL
12	3	5	20

[20]

QUESTION 5: FEEDBACK REPORT

On 28 November 2022, you requested Mihloti Maluleke, one of the employees who attended the National Spiritual Workshop, to present a feedback report on 30 November 2022. He should give feedback on their accommodation together with details on the workshop. This feedback should focus mostly on the new ways of marketing, sales and advertising that are recommended now after the Covid-19 global pandemic had an influence on many things.

Write an informal feedback report that Mihloti Maluleke compiled, referring to the information given at the workshop which appear on the ADDENDUM (attached).

CONTENT	GRAMMAR/STYLE	FORMAT	TOTAL
12	4	4	20

[20]

TOTAL: 100

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ADDENDUM

SPEAKERS AT THE WORKSHOP AND THEIR TOPICS

TD JAKES: WEBSITES
To compete in today's competitive market, all businesses need a strong online presence and consumers expect businesses, regardless of size, to have a website. Studies have shown that people use their mobile devices to search for products and services they want. Businesses should have a professionally designed, easy to use website to supply information and market their products and services. Having a website helps a business to grow. It should supply or highlight the distinct features of a company and supply meaningful information to distinguish their products and services from those of their competitors. One advantage of having a website is that it stays open 24 hours a day, 7 days a week, so consumers can browse and purchase at their own pace after hours.

ORAL ROBERTS: WIKIS
This is also known as internal wiki. With this website, staff members can collaborate, write and edit essential work-related information. Its goal is to streamline the various types of information, to ensure that the information is accurate, relevant, easy to follow and available to everyone. All employees are to contribute their knowledge and edit where necessary. The following are types of information mostly found on wikis: basic employee information, organogram of the organisation, general policies and guidelines, training documents, business policies, etc.

DR S.D. GUMBI: BLOGS
This website has a series of posts, arranged in reverse chronological order, with the most recent post at the top, similar to how WhatsApp and SMS's are stored on a cellphone. This platform can be very fruitful, especially if kept alive with daily updates, photos or short video clips. An information blog provides information and facts, but it also provides a space for readers to comment. Businesses encourage interaction with their customers or clients as it helps them to know what customers want or like and what they dislike. Information required for a blog includes: title (that sums up the main topic of the blog), pictures, dates, information, space for comments, blog archive (where all the previous posts are stored).

M.Z. ZWANE: FACEBOOK
This is a popular social networking website that makes it easy to connect and share with family and friends online. Users can create profiles and share information such as photos, videos and quotes about themselves. They have control over who sees their profile and can easily interact with their friends' profiles by liking, commenting and/or sharing their posts.

[Source: Adapted from: *http://www.sales, marketing and advertising.org*]

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