higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

ENGLISH FIRST ADDITIONAL LANGUAGE
NQF LEVEL 4
(First paper)

7 November 2024

This marking guideline consists of 8 pages.

Copyright reserved

SECTION A

QUESTION 1

1.1 Something that will last/can be maintained✓ for a long time/ over a period of time. ✓ (Accept valid, alternative answers.) (2)

1.2 1.2.1 Shoprite✓ (1)

1.2.2 The company spends a lot of money on fuel✓ and therefore a fuel saving truck will enable it to increase its profits/is more sensible for business. ✓ (2)

1.2.3 It is the first truck ✓that is made this way. ✓ (2)

1.2.4 They share an ideal of an economically viable, environmentally friendly solution to transport challenges.✓✓ (2)

1.3 1.3.1 True.✓ 'The Euro 5 led by a 10% fuel-saving record.' ✓✓ (3)

1.3.2 False. ✓ 'Scania's partnership with Shoprite Group started five years ago.' ✓ ✓ (Deduct a mark for failure to use inverted commas in each of these sentences. If the first part of the answer is incorrect, then the rest of the answer is incorrect.) (3)

1.4 In order to determine whether the trucks could withstand any road condition✓ and remain strong. ✓ (2)

1.5.1 1.5.1 This is not the end ✓ of their relationship.✓ (2)

1.5.2 Their relationship has progressed. / They have been together for a while.✓ ✓ (2)

1.5.3 The company is in the forefront of change. /The company is first in terms of innovation. ✓ ✓ (Accept valid, alternative responses.) (2)

1.6 1.6.1 Figurative. ✓ (1)

1.6.2 They have not literally walked a road together ✓but been together for a long time.✓ (2)

1.7 1.7.1 Fact. ✓ The article states that in 2004, Scania was the first heavy duty vehicle manufacturer to produce a Euro 4 engine.✓ (2)

1.7.2 Fact. ✓ The article indicates that it met the European Union's emission standards.✓ (2)

1.8 Emissions are harmful to the environment✓ and therefore limited emissions will save the environment. ✓ (2)

1.9 Business owners/ transport companies. ✓ The focus is finding transport solutions that are financially and environmentally viable. ✓ (Accept valid, alternative answers.) (2)

1.10 1.10.1 '45 one-month tests were done.'✓ ✓(Deduct a mark for failure to use inverted commas.) (2)

1.10.2 Each customer✓ has a different need. ✓ (2)

1.11 1.11.1 Energy efficiency;✓ Alternate fuels✓; Smart and safe transport. ✓ (3)

1.11.2 If fuel consumption is lower ✓it will mean higher profits for the customer. ✓ (Accept a response which shows how fuel costs affect profit.) (2)

1.11.3 Scania is proud of its ability to always be first in its field. /They are first in discovering new innovations. ✓✓ (2)

1.11.4 Companies receive individual care✓ because the service is created for their specific needs. ✓ (2)

1.12 It is through awareness of the environment✓ and the need to save the environment from harmful emissions✓ that businesses can work together to improve the quality of life in the world for now and the future. ✓ (Accept valid, alternative explanations that link the saving of the environment with the quality of life.) (3)

[50]

TOTAL SECTION A: 50

SECTION B: QUESTION 2

2.1 The business must first determine its goals. ✓

2.2 It must be aware of what clients need to improve their lives. ✓

2.3. The business needs to create its own message.✓

2.4. The purpose of the message is for clients to see how the product will be of value to them.✓

2.5. The business needs to set budget limits.✓

2.6. This budget will help the company decide on what it can afford.✓

2.7. The business must decide on the channels of communication it will use. ✓

2.8. It must decide which channels to use for which product. ✓

2.9 There are various channels it can choose from. ✓

2.10 The company must measure its success. ✓

2.11 That means it must be able to work out whether it is reaching its audience. ✓

2.12 A company needs the four Ps for success: product, price, promotion, place. ✓

2.13 A good marketing strategy will win customers. ✓

NOTE: The information above should be written as ONE PARAGRAPH. Ten marks for any 10 points. The list of points is merely intended to simplify marking.

MARK ALLOCATION

C: Content: one mark per point.
10 marks for TEN points (✓) (10)

L: Layout: One paragraph ✓
Number of words must be indicated. ✓
(Not fewer than 75 and not more than 85 words.)
Heading different from the original text. ✓ (3)

Grammar/Style: Own words with NO to ONE spelling or language mistake = 6 to 7
Own words with TWO or THREE mistakes = 4 to 5
Own words with more than FOUR mistakes = 1 to 3
Copied verbatim = 0 (7)

CONTENT	LAYOUT	GRAMMAR/LANGUAGE/STYLE
10	03	07

[20]

TOTAL SECTION B: 20

Copyright reserved

SECTION C

QUESTION 3

3.1	3.1.1	Walking✓ and cycling✓	(2)
	3.1.2	They do not use any fuel ✓ and therefore save the environment. ✓	(2)
	3.1.3	Taxis✓ and lorries✓	(2)
	3.1.4	Heavy rail transports large numbers of people and are thus energy efficient. ✓ Lorries transport goods and use a great deal of energy./ Lorries make numerous trips for transport. ✓	(2)
	3.1.5	Buses and trams transport many people on a single trip thus saving energy, ✓whilst cars transport very few people✓ and consume energy for just a few.	(2)
	3.1.6	Yes. ✓ Trucks are the only means of transporting goods to specific destinations. All businesses and industries rely on delivery to the door and this is the function of trucks.✓✓ (A 'No' answer is unlikely but consider responses on merit. Bear in mind here that all countries need door to door delivery of goods.)	(3)
3.2	3.2.1	A picture that is meaningful ✓so that people can associate the picture with a story. / Write a story about it. ✓	(2)
	3.2.2	A competition✓ for photographers.✓	(2)
	3.2.3	She is calm/curious/relaxed/interested.✓✓ (Any one description. Accept valid, alternative responses.)	(2)
	3.2.4	She is seated on a rock. / Outside a cottage made of stones. / In a rocky area. ✓ ✓ (Any one description.)	(2)
3.3	3.3.1	He is smiling✓ which shows that he is happy. ✓	(2)
	3.3.2	He is a rugby player. /Was the captain of the Springboks.✓	(1)
	3.3.3	He is launching a foundation✓ to help South African hospitals. ✓	(2)
	3.3.4	There will be additional doctors/better health care/ more funding for medicines/ better services/help for the poor. ✓✓ (Accept valid, alternative responses. Any ONE point.)	(2)
	3.3.5	It spurs them on to do better. / It motivates them to win. / It makes them determined not to disappoint their supporters. ✓✓	(2)
			[30]

TOTAL SECTION C: 30

Copyright reserved

SECTION D

QUESTION 4

4.1
4.1.1 In✓
4.1.2 its✓
4.1.3 shelving✓
4.1.4 purposes✓
4.1.5 worked✓
4.1.6 drove✓
4.1.7 displeased✓
4.1.8 had✓
4.1.9 striking✓
4.1.10 against✓
4.1.11 is✓
4.1.12 as✓
4.1.13 completely✓
4.1.14 was✓
4.1.15 were✓
4.1.16 richest✓
4.1.17 globally✓
4.1.18 into ✓
4.1.19 earth's✓
4.1.20 It's✓

(20 × 1) (20)

(An increasing number of candidates are writing in block print. Such candidates must be credited for using capital letters in this section because this is their writing style. In order to be fair to all candidates and give them the benefit of the doubt, **do not penalise any** candidate for using capital letters in each of the above answers.)

4.2 The crowd✓ called out✓ Mrs Aucamp to witness this act of infidelity. (2)

4.3 Hyperbole/Metaphor/Simile ✓ ✓ (Any 2) (2)

4.4
4.4.1 old✓
4.4.2 rich/wealthy✓ (Accept valid, alternate answers.) (2)

4.5
4.5.1 Apostrophe – shows contraction/abbreviation/that letters are missing✓
4.5.2 Quotation marks – direct quotation✓
4.5.3 Hyphen – joins two words to form one✓
(Half marks may be awarded.) (3)

4.6 Some people claim that you can hear ghosts walking around, don't they/do they not? ✓✓ (Award 1 mark if only the tag is provided.) (2)

4.7 The old church was/is/has been dismantled by the local people. ✓✓ (2)

4.8 Mrs Aucamp does not/doesn't work at the town library. ✓✓ (2)

4.9		Mrs Aucamp is /is being✓ called out by the crowd to witness this ✓ act of infidelity.	(2)
4.10	4.10.1	Proper Noun ✓	(1)
	4.10.2	Verb ✓	(1)
	4.10.3	Preposition✓	(1)
			[40]

TOTAL SECTION D: 40

SECTION E

QUESTION 5

5.1	5.1.1	Figurative✓ pictures can convey many ideas. / A picture can convey its message more effectively than words. / A picture can tell a story better than words can. ✓✓	(3)
	5.1.2	Drawing✓	(1)
5.2	5.2.1	He is thinking. / He is hesitating because he does not know how to answer.✓ ✓	(2)
	5.2.2	No. ✓ The fact that he speaks about typing suggests he cannot understand her question. / He fails to answer her question and asks his own question instead. ✓(Do not award a mark for 'No' if the justification is incorrect.)	(2)
5.3	5.3.1	Relief/ Joy/ Agreement. ✓ He is relieved that he has a chance to take the conversation in another direction. / He can change the topic since he did not understand her question. ✓	(2)
	5.3.2	No. ✓ The humour lies in his clever action in avoiding a question he does not understand. ✓ (Do not award a mark for 'No' if the justification is incorrect.)	(2)
			[12]

QUESTION 6

6.1	6.1.1	He is upset/concerned/disappointed. ✓ He is concerned about the sleeping arrangements. ✓	(2)
	6.1.2	Her open arm shows she is self-assured /confident. ✓ Her tone is reassuring/in control ✓which suggests that she is organized/ has everything planned. ✓	(3)
	6.1.3	Exclamation mark✓	(1)
6.2	6.2.1	He is relieved/happy/ mind is at ease.✓✓	(2)
6.3	6.3.1	He does not want anyone to hear what he is saying. ✓✓	(2)
	6.3.2	He is going to be mischievous /embarrass the man ✓and he wants to be sure that no one is listening. ✓	(2)
	6.3.3	The speaker is thinking/ hesitating/ wondering what to say.✓✓	(2)
	6.3.4	The couch will open and the people will spill their drinks/ fall backward. / There will be chaos.✓✓	(2)
	6.3.5	No. The comic strip shows people who are older as well. / One older lady is using a monocle.✓✓ (Do not award a mark for 'No.')	(2)
			[18]

QUESTION 7

7.1.1	The police drive a Porsche which is very fast. / The police vehicle is high performance and very fast.✓✓	(2)
7.1.2	He makes reference to its size/ power / speed. (Any one point.)✓✓	(2)
7.1.3	To emphasise✓ how many times the engine has won. ✓	(2)
7.1.4	Yes. 'But occasionally there are still high-speed pursuits.' ✓✓ (Deduct a mark for failure to use inverted commas. Do not award a mark for 'Yes.')	(2)
7.1.5	The chase does not last long ✓because the police catch them easily/ police have high speed cars. ✓	(2)
		[10]

TOTAL SECTION E: 40
GRAND TOTAL: 180

Copyright reserved