higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

ENGLISH FIRST ADDITIONAL LANGUAGE

(First paper)

NQF LEVEL 3

7 November 2024

This marking guideline consists of 9 pages.

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SECTION A: COMPREHENSION

QUESTION 1

1.1 1.1.1 Defining✓ and promoting✓ your unique identity (2)

1.1.2 Social media influencers,✓ freelancers,✓ keynote speakers,✓ and everyday people.✓ (4)

1.2 1.2.1 B✓✓ (2)
1.2.2 C✓✓ (2)
1.2.3 C✓✓ (2)

1.3 1.3.1 Any THREE:
- It improves confidence.✓
- It opens the door to new opportunities.✓
- It helps you better understand yourself.✓
- It shows a person's unique value. (3)

1.3.2
A Social media like Facebook: People can post things about themselves that do not necessarily reflect their everyday reality. ✓
B A photoshoot on Instagram: You can photoshop a picture and thereby present a fake image to the world. ✓
C A YouTube channel: You can post things about yourself that are not necessarily true and so create a false impression. ✓
(Accept any reasonable explanation.) (3 × 1) (3)

1.3.3
- **Reducing it to looks and style✓/** Some people think personal branding is only about how you look, your social media presence, and your visual identity, like logos and colours. But it is more than that; it is about who you are.
- **Thinking that we do not need to care about it✓** / Some folks believe they do not care what others think of them. Others may care too much. The passage suggests it is good to find a middle ground because how you present yourself can affect your opportunities and relationships. (2 × 1) (2)

1.4 'Your brand is what people say about you when you're not in the room. ✓'✓
(One mark for correct quotation and 1 mark for correct use of inverted commas) (2)

1.5 It means that your personal brand is shaped by what others say about you behind your back.✓✓ (2)

1.6 1.6.1
- Recruiting and retention✓✓
- Unique value proposition✓✓
- Trust and credibility✓✓ (3 × 2) (6)

1.6.2 A reputation is about one's past actions,✓✓ while a personal brand focuses on future potential.✓✓ (2 × 2) (4)

1.7	1.7.1	False✓✓	(2)
	1.7.2	'May 18, 2022✓'✓ (One mark for correct quotation and 1 mark for correct use of inverted commas)	(2)
1.8		'Unlock the Power of Personal Branding' ✓✓ / 'Why Personal Branding Matters for Everyone' (Any relevant response)	(2)
			[40]

TOTAL SECTION A: 40

SECTION B: SUMMARY

QUESTION 2

CONTENT: Any SEVEN STEPS that build one's personal brand (7 marks)

1. Develop a good **self-understanding** of who you are. ✓ / Understand your values, strengths, and weaknesses to represent yourself authentically.
2. Identify what makes you **unique**. ✓ / See what skill, perspective or personal story sets you apart.
3. Maintain a **consistent** brand image across all platforms and situations. ✓
4. Share your knowledge through writing, speaking, or social media. ✓/ Showcase your expertise by sharing your insights.
5. **Engage** with people by answering questions and discussing things with your audience. ✓ / Foster conversations, answer questions and build a community to connect with your audience.
6. **Be open to feedback** about yourself and be willing to adjust your brand. ✓
7. Focus not just on what you do but on how you can **provide value** to others. ✓

NOTE:

- Points must be coherent, i.e. they must make sense to the marker.
- Markers are required to verify the number of words used.
- Only mark the first 80 words. If the word limit is exceeded, draw a double line (//) after 80 words and do not mark the rest.
- Abbreviations are counted as completed words.
- A direct quotation should be considered a language error and indicated with 'Q'.
- Even if the summary is presented in the incorrect format, it must still be marked.
- Do not deduct marks if the candidate does not indicate the number of words used or if the number of words used is indicated incorrectly.

CONTENT (7)	LAYOUT (1)	GRAMMAR/LANGUAGE/STYLE (2)	
Any SEVEN correctly summarised points.	Award 1 mark for a numbered/bulleted point-form summary.	2	Less than 3 errors
		1	3–4 errors
		0	More than 4 errors, or Copied verbatim

[10]

TOTAL SECTION B: 10

SECTION C: VIEWING

QUESTION 3

3.1 USA ✓ / United States / United States of America (1)

3.2 Erik Deckers✓ and Kyle Lacy✓ (2)

3.3 The book *Branding Yourself* is aimed at:
- Anyone interested in improving their personal image and career opportunities ✓✓
- Job seekers, business owners, marketing professionals, students, executives, authors, freelancers
- Anyone looking to enhance their personal brand and self-presentation
- Anyone wanting to create an online presence / brand for themselves

(Any relevant response) (2)

3.4 R1 629,00✓ (2)

3.5 3.5.1 No ✓✓ (2)

3.5.2 'only 1 left in stock – order soon✓'✓ (One mark for correct quotation and 1 mark for correct use of inverted commas) (2)

3.6 5 to 8 days✓ (1)

3.7 Click on✓ 'Easy Returns & Exchanges'✓ (2)

3.8 Any TWO:
- The image✓✓
- The bold print✓✓
- The different font types
- All the online icons / buttons / links

(2 × 2) (4)
[18]

QUESTION 4

4.1 4.1.1
- The man on the left✓✓
- The man with the spoon in his hand
- The man with the tie (2)

4.1.2 His mouth is open.✓✓ (2)

4.2 They could be colleagues✓✓/ friends / brothers. (2)

4.3 A✓✓ (2)

4.4 *Luck* is based on chance and external factors, ✓ while *effort* requires an individual's actions and determination.✓ (Any relevant response) (2)

4.5 Any relevant response pertaining to **random** factors, for example:
I won a raffle.✓✓ (2)
[12]

TOTAL SECTION C: 30

SECTION D: LANGUAGE IN PRACTICE

QUESTION 5

5.1 powerful✓ (1)
5.2 of✓ (1)
5.3 who✓ (1)
5.4 for✓ (1)
5.5 to✓ (1)
5.6 by✓ (1)
5.7 of✓ (1)
5.8 than✓ (1)
5.9 with✓ (1)
5.10 communication✓ (1)
[10]

QUESTION 6

6.1 mismatched✓ (1)

6.2 Any ONE:
- laughed✓
- giggled
- snickered
- sniggered
- tittered
- chortled
- smirked
- grinned (Any relevant response) (1)

6.3 your ✓ (1)

6.4 She/he✓ said✓ that✓ she/he✓ was showing✓ her/his✓ unique personal brand, one sock at a time. (Any FIVE correct changes) (5)

Do NOT award any marks if the answer is still in inverted commas.

6.5 6.5.1 A✓✓ (2)
6.5.2 C✓✓ (2)

6.6 My own brand is✓ being created✓ by me✓ through social media posts. ✓ (4)

6.7 The best personal brands (6.7.1 **will be built**)✓ on people's hobbies, the things that (6.7.2 **will get**)✓ them excited, and the causes they (6.7.3 **will care**)✓ about most. (3)

6.8 Any ONE:
- While personal branding offers numerous benefits, it's not without challenges.✓✓
- Personal branding offers numerous benefits, but it's not without challenges.
- Personal branding offers numerous benefits, yet it's not without challenges.
- Personal branding offers numerous benefits, however, it's not without challenges.
- Although personal branding offers numerous benefits, it's not without challenges. (Any 1 × 2) (2)

6.9 6.9.1 Personal branding **helped**✓ you find employment. (1)

6.9.2 You **built**✓ your confidence through personal branding. (1)

6.10 6.10.1 It means, 'What unique skills, qualities, contributions, or advantages do you have to offer in this situation or relationship'✓✓ / When someone asks, 'What do you bring to the table?' they are inquiring about the specific assets, expertise, or benefits that you can provide that will be valuable or beneficial to a particular project, team, organisation, or partnership. / It is a way of assessing someone's potential contributions and what they can offer to enhance or improve the situation.
(Any relevant response explaining the figurative meaning) (2)

6.10.2 Example: 'Rasheeda, what did you bring to the table for our dinner tonight?' ✓✓
(Accept any correct sentence showing the literal meaning of 'What do you bring to the table?' as used for a dining or other table, or when referring to the dishes or items to be placed on the table.) (2)

6.11 6.11.1 Alliteration ✓ (1)

6.12 6.12.1 Pronoun ✓ (1)

6.12.2 Indefinite article✓ (1)
[30]

TOTAL SECTION D: 40

SECTION E: COMMUNICATION IN PRACTICE

QUESTION 7: PRESENTATIONS

7.1 Any THREE:

- Visual aids, such as graphs, charts, images, and diagrams, can simplify complex information and make it easier for the audience to grasp.✓
- They provide a visual representation that complements spoken words.✓
- People tend to remember information better when it is presented both visually and verbally. ✓
- Visual aids reinforce key points, making them more likely to stick in the audience's memory. (Any relevant response)

(3 × 1) (3)

7.2 B✓✓ (2)

7.3

7.3.1	E ✓	(1)
7.3.2	A ✓	(1)
7.3.3	D ✓	(1)
7.3.4	B ✓	(1)
7.3.5	C ✓	(1)

[10]

QUESTION 8: INTERVIEWS

8.1 Any TWO:

- Setting an alarm or multiple alarms to ensure that he woke up on time.✓✓
- Fitting on his interview suit beforehand to avoid last-minute wardrobe issues.✓✓
- David should have left the coffee.

(2 × 2) (4)

8.2 Any TWO:

- He is aggressive and rude to the receptionist. ✓✓
- He insists on being interviewed. ✓✓
- He throws himself into a chair showing he is impatient.
- He goes outside to have a smoke.
- Even though the receptionist is polite and helpful yet he took his frustration out on her by turning his back and muttering to himself.

(2 × 2) (4)

8.3 He immediately apologised for his erratic behaviour and his rudeness to the receptionist.✓✓ (2)

[10]

QUESTION 9: MEETINGS

9.1 'Closure' signifies the finalisation or conclusion of a matter,✓✓ while 'adjournment' indicates a temporary suspension with the intention to resume at a later time or date.✓✓

(2 × 2) (4)

9.2 Any THREE:

- Facilitating the meeting✓: The chairperson is responsible for ensuring that the meeting runs smoothly. This includes starting and ending the meeting on time, following the agenda, and keeping discussions focused.
- Maintaining order✓: The chairperson is in charge of maintaining order and decorum during the meeting. S/he should manage speaking turns, prevent interruptions, and address any disruptive behaviour.
- Decision-making✓: The chairperson often plays a key role in decision-making by facilitating discussions, summarising key points, and helping the group to reach consensus or make informed choices.
- Setting the agenda: S/he plans what topics will be discussed and how much time to spend on each topic.
- Facilitating discussions: S/he leads the conversation, ensuring that everyone gets a chance to talk and that the discussion stays on track.
- Decision-making: S/he helps the group make decisions by summarising ideas and asking for votes when needed.
- Time management: S/he ensures that the meeting does not go on too long and that all the topics are covered.
- Conflict resolution: If people argue, s/he finds a solution and keeps the conversation respectful.
- Ensuring participation: S/he ensures that everyone can join the conversation and share their thoughts.
- Summarising and concluding: At the end, s/he summarises what was decided and thanks everyone.
- Follow-up: After the meeting, s/he ensures notes are taken, and tasks are assigned to the right people.
- Adaptability: S/he handles surprises and changes during the meeting.
- Leadership: S/he sets the tone for a professional and productive meeting.
- Preparation: Before the meeting, s/he prepares by reviewing the agenda and gathering the necessary materials.

(Any 3 × 1) (3)

9.3 Any THREE:

- Record keeping✓: Take minutes of the meeting, like attendance, decisions made, what was discussed.
- Agenda preparation✓: Prepare the list of things to talk about in the meeting and ensure that everyone receives a copy before the meeting.
- Distribution of materials✓: Hand out papers or reports that people need for the meeting.
- Timekeeping: Help to keep the meeting on track by keeping an eye on the time.
- Taking minutes: Writes down the important parts of the meeting, like what is decided and what needs to be done next.
- Follow-up: After the meeting, share the minutes with all present and ensure that things get done as decided.
- Document management: Keep all documents regarding the meeting organised so people can find them later if they need to.
- Communication: Tell people about changes or updates related to the meeting.
- Assistance to the chairperson: Help the chairperson by giving them information and ensuring that everything runs smoothly.
- Overall, the secretary plays a crucial role in ensuring that meetings are well-documented, organised, and productive, helping the group achieve its objectives efficiently.

(Any 3 × 1) (3)
[10]

TOTAL SECTION E: 30
GRAND TOTAL: 150

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