higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

INTRODUCTORY COMMUNICATION N4

23 MAY 2013

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1: EFFECTIVE STUDY METHODS

1.1
- They will be able to use the Proudly South African logo. √
- The products/services must incur 50% of its production cost in South Africa. √
- Products/Services should be substantially transformed in the country.
- Products must be committed to fair labour practices and to sound environmental policies. √ (4)

1.2 Extrinsic motivation √ (1)

1.3 SACOB √ (1)

1.4
- The campaign has developed a 71% brand-awareness among consumer groups and the is aim to grow by 3–4% every year. √√ (2)
- To change the local perception that overseas brands are better than local brands. √√ (2)

1.5 √½ (table)

DATE	TIME	ACTIVITIES
2 February 2013 √½	8:30 √½	Trademarking sessions with marketing managers√½
11 February 2013 √½	8:00 √½	Celebrity branding – TOTAL SA √½
23 February 2013 √½	9:00 √½	Session on how far can the brand stretch – MCDONALD is Midrand √½

(5)

TOTAL SECTION A: 15

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SECTION B

QUESTION 2: LISTENING SKILLS

2.1

Subject/Topic	Marker(s)	Main points	Extra information
Great leader√	Even more √ although √ also √	Put others first √ **Or** Can be found at any level of an organisation √	cheerleaders, √ listeners √ and moderators √

(8)

2.2 Although there are many skills that make someone a leader;↑ here are the examples of key traits↑ that make a person a great leader: ↑they listen, ↑ accept inputs, ↑lifelong learners and they create opportunity for others. ↓ (5)

2.3
- Hearing is a passive process where you don't concentrate on what you are hearing. √
- Listening is an active process because it needs concentration and attention. √

(2)
[15]

TOTAL SECTION B: 15

SECTION C

QUESTION 3: REMEDIAL ENGLISH

3.1
3.1.1 was launched √
3.1.2 transformation √
3.1.3 through √
3.1.4 made √
3.1.5 has experienced √
3.1.6 captured √
3.1.7 conducted √
3.1.8 would support √
3.1.9 would help √

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3.1.10 have indicated √

3.1.11 became √

3.1.12 has been named √

3.1.13 has enjoyed

3.1.14 has led √

3.1.15 will support/ is supporting √ (15 × 1) (15)

3.2 √½South √½Africa is unique in many ways√½. √½We are a country involved in passionate changes that affect every facet of life√½. √½We expect our leaders to achieve in accordance with first√½-world expectations and cope with emerging economic challenges in the midst of vast social changes√½. √½To paraphrase the √½New √½York song√½: √½ "√½If you can make it here√½, you can make it anywhere√½.√½" √½We need to lift ourselves to new heights rather than√½ to "fat cats√½"√½; we need a generation of sharers who respect others√½. (10)

3.3 3.3.1 Acceptance, annoyance, entrance, ignorance etc. √

3.3.2 Different, excellent, innocent, etc. √

3.3.3 Carriage, cottage, hostage, marriage, etc. √

3.3.4 Edible, legible, responsible, etc. √

3.3.5 Compulsory, factory, introductory, etc. √

(5 × 1) (5)
[30]

TOTAL SECTION C: 30

SECTION D

QUESTION 4: READING COMPREHENSION

4.1 Trust and respect is the key" or any relevant subject heading.√√ (2)

4.2 TYPES OF POWER

- Coercive power √
- True power √
- Positional power √ (3 × 1) (3)

4.3 True power √ (1)

4.4 This power is legitimate and a form of control and authority. √√ (2)

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4.5 It comes as an intrinsic drive from within the followers. √ (1)

4.6
- Integrity √ – a person of integrity is the same inside and outside, he can be trusted because such a person never veers from inner values. √
- Dedication √ – dedicated leaders spend time and energy to accomplish the task at hand. √
- Openness √ – leaders with open minds are able to listen to new ideas even if these ideas do not conform to the usual way of thinking. √
- Humility √ – leaders with humility understand that their status does not make them a god or big. √ (4 × 2) (8)

4.7 Sheep-herder – a person who herds the sheep; walks behind the sheep with a crop and whip and pushes the sheep in the direction he wants them to go. √√ (2)

4.8 The ability to exercise true power. People will trust you and when you ask them to do something, they will do it because they want to, not because they are forced to. √√ (2)

4.9 4.9.1 False √ 'leaders can be found and nurtured …' √√ (2)

4.9.2 False √ 'the ability to have trust in and show respect towards others is a good indicator of a mental or emotional maturity.' √√ (2)

4.9.3 It implies that if you are working well with people and love your work and take your work seriously; people near will be influenced by your enthusiasm. √√

4.10 4.10.1 Legitimate √

4.10.2 Forced √

4.10.3 Grazing √ (3 × 1) (3)
[30]

TOTAL SECTION D: 30

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SECTION E

QUESTION 5: CONCISE COMMUNICATION

NEW GEN 20X

MEMORANDUM

TO : All staff members ½ √

FROM : secretary ½√ **EXT:** ANY EXT NUMBER ½√

DATE : any date before 28 June 2013 ½√

SUBJECT : LEADERSHIP DISCUSSION OR ANY RELEVANT SUBJECT HEADING √(1)

You are hereby informed of the leadership discussion about 'Job creation and consumer education' which will take place at 10:00 on Friday 26 July 2013 in the Company's boardroom.

Please register with me on or before 28 June 2013. You are also advised that the available seating is limited.

Thank you ½√

Initials/signature½√

Format = 3 marks (½ mark each)

Language = 2 (½ for any error)

Content = 5 (½ mark for every point mentioned)

[10]

TOTAL SECTION E: 10
GRAND TOTAL: 100

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