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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N720(E)(M23)H
JUNE EXAMINATION

NATIONAL CERTIFICATE

INTRODUCTORY COMMUNICATION N4

(5140314)

23 May 2013 (Y-Paper)
13:00–15:00

OPEN-BOOK EXAMINATION

TWO dictionaries and TWO additional reference works may be used.

This question paper consists of 8 pages, 2 answer sheets and 1 addendum.

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
INTRODUCTORY COMMUNICATION N4
TIME: 2 HOURS
MARKS: 100

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions.
2. Read ALL the instructions and questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Leave a line between the subsections of questions.
5. Rule off across the page on completion of each question.
6. Start each question on a NEW page.
7. Remember to write your EXAMINATION NUMBER on the attached ANSWER SHEET and to include it when handing in the ANSWER BOOK.
8. Note the mark allocation for each section and question, which gives an indication of the amount of time to be spent on a particular question.
9. Write neatly and legibly.

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SECTION A

QUESTION 1: EFFECTIVE STUDY METHODS

Read the following extract carefully and answer the questions that follow.

The results of the 1998 Presidential Job Summit, the Proudly South African campaign enjoys the support of the South African Chamber of Business as well as the Congress of South African Trade Unions, one of the most powerful political forces in the country. The campaign's success has prompted former president, Thabo Mbeki to call on every South African company to support its activities. The campaign calls on companies which do business in SA to become members of the proudly South African campaign brand. Only member companies can use the Proudly South African logo on their products to identify themselves to consumers. The company's products or services must incur 50% of its production cost in SA. It should be substantially transformed in the country, i.e. they should not import and repackage a product. Its products must be committed to fair labour practices. The company must also be committed to sound environmental policies. The Proudly South African campaign has established 71% brand awareness among consumer groups; and it is aiming to increase the awareness by 3 — 4% every year by in-house consumer education campaigns; and to change the local perception that overseas brands are better than homebrands.

PROUDLY SOUTH AFRICAN

1.1 Identify FOUR factors meant to motivate South African businesses to become members of the Proudly South African campaign. (4)

1.2 Which type of motivation is shown in QUESTION 1.1? (1)

1.3 Write down the acronym for South African Chamber of Business. (1)

1.4 State TWO long-term goals of Proudly South African. (2 × 2) (4)

1.5 Refer to the attached ADDENDUM A and answer the questions that follow. You are a personal assistant to Alicia de Massa, the brand executive of Proudly South African. One of your duties is to manage her diary.

Draw a table and indicate the date, time and activities which were scheduled for Ms Alicia de Massa will be for the month of February. (5)

[15]

TOTAL SECTION A: 15

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SECTION B

QUESTION 2: LISTENING SKILLS

2.1 Read the following extract and tabulate the information as follows:

> A great leader is the same person at work, at home, in front of the boss and even more; on the street. In addition great leaders put others first and find ways to help others grow. They are also cheerleaders, listeners and moderators and can be found at any level of an organisation not only on management level.

2.1.1 Subject/Topic

2.1.2 Marker(s)

2.1.3 Main points

2.1.4 Extra information

(2 × 4) (8)

2.2 Read the extract on the attached ANSWER SHEET 1, QUESTION 2.2 and indicate the rising (↑) and falling (↓) of the voice with the up and down arrows. (5)

2.3 Differentiate between *hearing* and *listening.* (2)

[15]

TOTAL SECTION B: 15

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SECTION C

QUESTION 3: REMEDIAL ENGLISH

3.1 Choose the correct word from those given in brackets or write the correct form of the words in brackets. Write only the word(s) next to the question number (3.1.1–3.1.15) in the ANSWER BOOK.

The Proudly South African campaign 3.1.1 (to launch) in October 2001 with the goal of encouraging economic 3.1.2 (transform) and job growth in the country 3.1.3 (by/through) the promotion of local products and services. Modelled on the success 3.1.4 (made/make) in and Australian campaign, the Proudly South African campaign 3.1.5 (to experience) rapid growth and 3.1.6 (to capture) the imagination of the local population.

In research polls 3.1.7 (conduct) before the Proudly South African campaign began, 90% of the consumers said they 3.1.8 (to support) locally made products or services simply out of patriotism. Three-quarters said they would find it encouraging if they knew that buying South African products 3.1.9 (to help) in job creation. Recently the very same consumers 3.1.10 (to indicate) that they are willing to buy South African products and services.

Nissan Car Company in Rosslyn 3.1.11 (to become) a member of the campaign. Total SA with service stations across the country 3.1.12 (to name) a member as well. Total SA 3.1.13 (to enjoy) a 50 year exclusive association with the South African National Parks board. This 3.1.14 (to lead) the Proudly South African campaign to remind potential members that the government itself 3.1.15 (to support) the idea that Proudly South African members trade with one another and the government itself. (15 × 1) (15)

3.2 Fill in the missing punctuation marks on the attached ANSWER SHEET 1. (10)

3.3 Write down in your own words using the following suffixes:

3.3.1 - ance

3.3.2 - ent

3.3.3 - age

3.3.4 - ible

3.3.5 - ory (5 × 1) (5)
[30]

TOTAL SECTION C: 30

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SECTION D

QUESTION 4: READING COMPREHENSION

Read the following passage and answer the questions that follow.

1. Leadership can be defined as one's ability to get others to follow willingly. Every organisation needs leaders at every level. Leaders can be found and nurtured. A leader with vision has a clear vivid picture of where to go as well as a firm grasp on what success looks like and how to achieve it. But it is not enough to have a vision; leaders need to have the ability to exercise some sort of power and influence. There are essentially three types of power; coercive power, positional power and true power. A coercive power is when someone uses a weakness in another person as a leverage to do something. Positional power is when position alone gives the holder of that said position the ability to command and control. True power is different. While both coercive and positional powers are legitimate forms of control and authority, they are only effective because of the fear motive they create in followers, which can be the fear of loss of credibility, job, position, added income and so on.

2. With true power the motive for compliance is an intrinsic drive from within the follower. A leader must be able to communicate his/her vision in terms that cause followers to buy into it. He/she is able to communicate clearly and passionately, as passion is contagious. This is the difference between the shepherd and the sheep herder. When caring for a flock of sheep, you need to be aware that at different times of the day and season, they need to move around for watering and feeding purposes. The shepherd knows his sheep and the sheep knows their shepherd. When the shepherd calls, the flock will respond to the sound of his voice. The shepherd walks at the front of the flock as he searches for better grazing and the sheep follow him. The sheep herder on the other hand walks behind the sheep with a crop and whip and pushes the sheep in the direction he wants them to go. It is a tiresome and stressful process.

3. A true leader has the discipline to work towards his/her vision single-mindedly as well as to direct his/her action and those of the team towards the goal. Action is the mark of a leader. A leader does not suffer 'analysis paralysis' but is always doing something in pursuit of the vision, inspiring others to do the same. A leader is someone with integrity, dedication openness, and humility. A person of integrity is the same on the outside and on the inside. Such a person can be trusted because he/she never veers from inner values, even when it might be expeditious to do so. A leader must have the trust of his/her followers and therefore he/she must display integrity.

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A dedicated leader spends time or energy to accomplish the task at hand. He/She inspires dedication by example; and a leader with humility recognises that he/she is no better or worse than the members of the team. A humble leader is not self-effacing but rather tries to elevate everyone. Leaders with humility understand that their status does not make of them a god. Openness means being able to listen to new ideas, even if they do not conform to the usual way of thinking.

4. The ability to have trust and show respect to others is a good indicator of a mental or emotional maturity that seems to be waning in our communities and society. And when other people trust and respect you it is a very important indicator of the mental or emotional maturity that one has. The greatest power is based on trust and respect, which it is worth every bit of pain to make the shift in the leadership thinking and philosophy. The fruits enjoyed after such efforts will be the ability to exercise true powers in other words, people will trust you to the point that when you ask them to do something because they want to and not because they are forced to ...

4.1 Give the passage a suitable heading. (2)

4.2 Name THREE types of power. (3)

4.3 Which power is the most effective and results in lasting change? (1)

4.4 Give the reason for the answer given in QUESTION 4.3. (2)

4.5 From where is the motive of true power generated? (1)

4.6 Name and define the FOUR qualities of leadership. (4 × 2) (8)

4.7 What is the difference between the s*heep-herder* and a *shepherd.* (2)

4.8 What are the benefits of a leader who is respectful and trustworthy? (2)

4.9 Indicate whether the following statements are TRUE or FALSE. Quote from the passage to substantiate your answer.

4.9.1 Leaders are born not made. (2)

4.9.2 The ability to reason, respect and love indicates emotional growth. (2)

4.9.3 What is implied by 'passion is contagious' in PARAGRAPH 2? (2)

4.10 Find synonyms for each of the following words in the passage:

4.10.1 Lawful (1)

4.10.2 Compelled (1)

4.10.3 Pasturing (1)

[30]

TOTAL SECTION D: 30

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SECTION E

QUESTION 5: CONCISE COMMUNICATION

In association with Leadership platform your company, New Gen 20X, plans to hold a leadership conversation with Mr Leslie Sedibe, CEO of Proudly South African. He regards job creation and consumer education as the key issues and there will be a strong focus on promoting the campaign by urging consumers to support locally manufactured goods and services.

The leadership conversation will be held on Friday 26 July 2013 in the company's boardroom at 10:00.

As the company's secretary, you have been requested to write a short memorandum to inform the staff members about the event. You should also advise those who are interested in attending the leadership conversation to register with you on or before 28 June 2013. Also let them know that seating is limited. **[10]**

TOTAL SECTION E: 10
GRAND TOTAL: 100

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ANSWER SHEET 1 **EXAMINATION NUMBER:**

SECTION B

QUESTION 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)

SECTION C

QUESTION 3.2

south africa is unique in many ways we are a country involved in passionate changes that affect every facet of life we expect our leaders to achieve in accordance with first world expectations and cope with emerging economy challenges in the midst of vast social changes to paraphrase the new york song if you can make it here you can make it anywhere in spite of or immense challenges and failings as a country we are fulfilling an important role on the world stage we need to lift ourselves to new heights rather than fat cats we need generation of sharers who respect others (10)

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ANSWER SHEET 2 **EXAMINATION NUMBER:**

QUESTION 5

NEW GEN 20X
MEMORANDUM

TO : _____

FROM : _____ **EXT:** _____

: _____

DATE : _____

SUBJECT : _____

[10]

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ADDENDUM A

PROUDLY SOUTH AFRICAN

YEAR PLAN-2013

DATE	ACTIVITY	PERSON RESPONSIBLE	TIME
19 January 2013	Delivering the Truth Through PR	Randal Frost	8:00
23 February 2013	Session on how 'How far can a brand stretch'? McDonald - MIDRAND	Alicia de Massa	9:00
11 February 2013	Celebrity branding – TOTAL S.A	Alicia de Massa	8:00
02 February 2013	Trade-marking session with marketing managers	Alicia de Massa	8:30
7 Sep 2013	Fit Flop: Stepping up its game -- Serial entrepreneur Marcia Kilgore uses her success in launching the Bliss Spa chain and Soap and Glory brands into footwear inspired by her son	Jennifer Gilman	18:00
27 Aug 2013	Youth Olympic Games: Reaching out to Generation Z -- A sporting party of sorts for athletes aged between 14 and 18, the Singapore 2010 Youth Olympic Games was a host of firsts	Adeline Chong	11:00
1 Nov 2013	Great branding is rooted in strategy -- The magic behind successful brands can be achieved through balancing short- and long-term planning	Vincent Grimaldi de Puget	8:00

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