higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

INTRODUCTORY COMMUNICATION N4

3 JUNE 2014

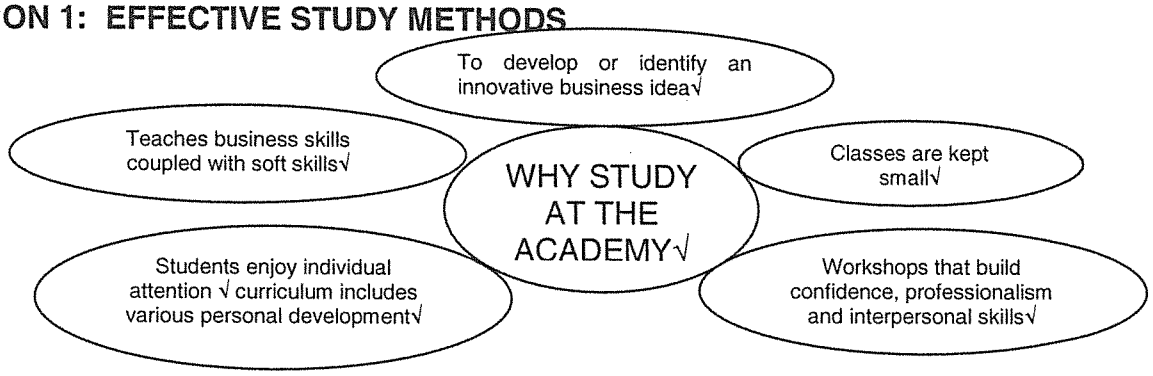
This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1: EFFECTIVE STUDY METHODS

1.1



(5)

1.2 1.2.1 Long-term goal

1.2.2 Long-term goal

1.2.3 Short-term goal

1.2.4 Long-term goal

(4 × 1) (4)

2. Clustering

Bank/ Financial institutions√½	Retail stores√½	Network companies√½	Health institutions√½ OR Medical Institution
ABSA√½	Shoprite√½	Vodacom√½	Medi-Clinic√½
NEDBANK√½		MTN√½	Netcare√½
Standard Bank			
FNB			

(12 × ½) (6)

TOTAL SECTION A: 15

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SECTION B

QUESTION 2: LISTENING SKILLS

2.1 2.1.1 Musical instruments

2.1.2 There are many kinds of musical instruments, but broadly speaking musical …

2.1.3 instruments can be divided into four categories. These four categories are …

(3 × 1) (3)

2.2 2.2.1 www.shutterstock.com/internet (1)

2.2.2 How soon will you assume/ start with your duties/ When can you start working? (The guy standing has just been hired, now the question is how soon he can start working).

(Any relevant answer) (2)

2.2.3 The guy is about to start working, just like a car, if you put a key in the ignition it can start up any minute. The guy is about to start working. (Any relevant answer) (2)

2.2.4 Interpersonal communication /face to face communication. (1)

2.2.5 Interpersonal communication is a two-way communication between two people. √√ It occurs when people are looking at each other face to face while exchanging information. (2)

2.2.6 The sender (the man seated) is pleased to see the newly appointed man in front of him.√ The receiver is also happy (he is smiling) to be hired.√ (Any relevant answer) (2)

2.2.7 Figurative meaning
He is about to start up and drive towards his destination while obtaining work experience. (Any relevant answer) (2)
[15]

TOTAL SECTION B: 15

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SECTION C

QUESTION 3: REMEDIAL ENGLISH

3.1

3.1.1 residences

3.1.2 are going

3.1.3 were planted

3.1.4 planted

3.1.5 is considered

3.1.6 have originated

3.1.7 has been cultivated

3.1.8 were used

3.1.9 can be sold

3.1.10 were chosen

(10 × 1) (10)

3.2

10 Grand Road
Witbank
1035
22 March 2014

Hi Kat,
How are you? It seems ages ago since we saw you. I hope your new job is going well.
I'm coming to Tshwane next week Tuesday for a meeting and I wondered if we could meet for coffee or something afterwards.
Alternatively I could just call round at your house for a little while on my way home. The meeting should be over by 5: 30 at the latest.
Let me know what suits you. It would be lovely to see you, if you have time.
Love from

Mondi

(22 × ½) (11)

3.3

3.3.1 Alas!

3.3.2 Good heavens!

3.3.3 Oh!

(3 × 1) (3)

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3.4 3.4.1 <u>Farther – is used when referring to distance</u>
'I would like to move farther away from the city'.√
<u>Further – is used when more is meant</u>
'Keep quiet if you have nothing further to say'√

3.4.2 Please insure this parcel against loss.√
I will ensure that the parcel arrives safely√

3.4.3 Loan (noun) - 'I will repay the loan.'√
Lend (verb) - 'Please lend me some money.'√

(3 × 2) (6)
[30]

TOTAL SECTION C: 30

SECTION D

QUESTION 4: READING COMPREHENSION

4.1 How/Ways to build the strong team brand /Different methods for building team brand (2)

4.2 *Your Business,* October 2013 (1)

4.3 The best team brands are those that are recognised by customers, peers and even competitors for the value they add in the workplace. (2)

4.4 4.4.1 The team understands its strengths and its positioning.

4.4.2 The team comprises individuals who are strong brand ambassadors.

4.4.3 The team understands that visibility is just as important as ability.

4.4.4 The team delivers value and has a clear idea of how it is done.

4.4.5 The team gets results.

(5 × 1) (5)

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4.5	4.5.1	The team needs to have a clear understanding of its target market		
	4.5.2	Understand its core competencies		
	4.5.3	The benefit it offers		
	4.5.4	Its brand personality		
			(4 × 1)	(4)
4.6	4.6.1	Great teams work to ensure that they are strategically relevant to their customers' success.		
	4.6.2	Team members work as a team and win as a team.		
			(2 × 2)	(4)
4.7	4.7.1	True – 'Building an effective team helps to be different from the competition'.		
	4.7.2	False – 'They also know what set them apart from their competitors and how they operate.'		
	4.7.3	False – 'Together the team ensures that each member has the training and education.'		
			(3 × 2)	(6)
4.8	4.8.1	Opinion		
	4.8.2	Fact		
			(2 × 1)	(2)
4.9	4.9.1	Function – operate/perform		
	4.9.2	Operative – effective		
	4.9.3	Independent – autonomy		
	4.9.4	Unique – distinctive		
			(4 × 1)	(4)
				[30]

TOTAL SECTION D: 30

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SECTION E

QUESTION 5: CONCISE COMMUNICATION

RAYMOND ACKERMAN
ACADEMY OF ENTREPRENEURIAL DEVELOPMENT

MEMORANDUM

TO : All lecturers ½√ **DATE** : Any date before 21 March 2014 ½√

FROM : The Secretary/ Teboho Lehong½√ **TEL** : Any number ½√

SUBJECT: MOTIVATIONAL TALK ½√

You are informed√ that there will be a motivational talk for all lecturers and students√ by Rupert Bryant, the Director of Web Africa, one of the most successful internet service providers and the youngest Entrepreneur in the world.√ The talk will be held in the Academy Hall√ on Friday,√ 21 March 2014 at 10:00 √

Thank you √

T.E ½√

FORMAT = 3

CONTENT = 7

TOTAL = 10

TOTAL SECTION E: 10
GRAND TOTAL: 100

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