higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N720(E)(J3)H
JUNE EXAMINATION

NATIONAL CERTIFICATE

INTRODUCTORY COMMUNICATION N4

(5140314)

3 June 2014 (Y-Paper)
13:00–15:00

OPEN-BOOK EXAMINATION

TWO dictionaries and TWO additional reference works may be used.

This question paper consists of 12 pages and 2 answer sheets.

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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. Attach the ANSWER SHEET to the ANSWER BOOK.
5. Write neatly and legibly.

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SECTION A

QUESTION 1: EFFECTIVE STUDY METHODS

Read the following extract carefully and answer the questions.

ACADEMY OF ENTREPRENEURIAL DEVELOPMENT

The Raymond Ackerman Academy of Entrepreneurial Development is a tertiary level academy that offers an inspiring and innovative programme in entrepreneurial development for young people between the ages of 18 and 30. The course is offered to young people who are passionate about business and personal development but do not have access to tertiary education. It aims to empower young people on their journey while developing their business and life skills. Mr Ackerman, together with the UCT Graduate School of Business, established the Academy in January 2005 with the desire to offer the youth with socio-economic challenges a chance to develop themselves and to make a difference in not only their own future but also in the future of their communities. The Academy offers a six-month full-time programme that runs twice a year: from January to June and from July to December. The programme is offered in Cape Town at the UCT Graduate School of Business.

Business idea development is an important component of the programme. Students are taught techniques that allow them to develop or identify innovative business ideas that are not copycat ideas but rather ideas that appeal to the mass market and in many cases are solutions to common problems experienced in their communities. The Academy believes that teaching fundamental business skills is very important. As such the curriculum includes various personal development workshops that build confidence, professionalism and interpersonal skills. The classes are kept relatively small so that each student enjoys individual attention and is observed closely. This allows the Academy to monitor personal and academic progress and to intervene where necessary, assisting students to overcome the challenges that may be hampering their success whilst on the programme.

1.1 After reading the extract you felt that you needed to share the information with your fellow classmates.

Mind map FIVE points from the second paragraph on why they also need to study at the Academy. (5)

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1.2 Study each of the following goals carefully and then indicate whether it is a short-, medium- or long-term goal of the Academy. Write the answer next to the question number (1.2.1–1.2.4) in the ANSWERBOOK.

1.2.1 The Academy offers an inspiring and innovative programme in entrepreneurial development for young people between the ages of 18 and 30 years.

1.2.2 It aims to empower young people on their entrepreneurial journey while developing their business skills and life skills.

1.2.3 The Academy offers a six-month full-time programme twice a year.

1.2.4 It believes that teaching fundamental business skills is very important.

(4 x 1) (4)

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2. The following brands were nominated as South Africa's top 10 brands for the year 2013.

Study the brands and cluster each brand under the appropriate headings. (6)



[15]

TOTAL SECTION A: 15

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SECTION B

QUESTION 2: LISTENING SKILLS

2.1 Study the following extract and answer the questions.

> There are many kinds of musical instruments, but broadly speaking musical instruments can be divided into four categories. These four categories are (1) stringed instruments such as guitars and violins; (2) percussion instruments such as drums and cymbals; (3) woodwind instruments such as flutes and (4) brass instruments such as trumpets.

2.1.1 Write down a heading for the passage.

2.1.2 Draw a double line under the main idea on the attached ANSWER SHEET 1.

2.1.3 Draw a single line under the subordinate idea on the attached ANSWER SHEET 1.

(3 x 1) (3)

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2.2 Study the following cartoon and answer the questions.



2.2.1	Who is the source of this cartoon?	(1)
2.2.2	What is the literal meaning of the message?	(2)
2.2.3	Explain the reason the man has a key attached to his back.	(2)
2.2.4	What kind of communication is being displayed in the cartoon?	(1)
2.2.5	Define the kind of communication mentioned in QUESTION 2.4.4.	(2)
2.2.6	Briefly comment on the facial expressions of the sender and the receiver of the message.	(2)
2.2.7	What is the figurative meaning of the statement in the cartoon?	(2)
		[15]

TOTAL SECTION B: 15

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SECTION C

QUESTION 3: REMEDIAL ENGLISH

3.1 Choose the correct word from the TWO options or give the correct form of the word given in brackets. Write only the answer next to the question number (3.1.1–3.1.10) in the ANSWER BOOK.

(3.1.1 ... Resistants/Residences) of Reetsanang Farm (3.1.2 ... to go) to benefit from 800 trees which (3.1.3 ... to plant) yesterday. The staff and management from Flamingo (3.1.4 ... to plant) 800 trees which produce pomegranate fruit. The tree (3.1.5 ... to consider) to (3.1.6 ... originate) somewhere in Iran and (3.1.7 ... to cultivate) since ancient times. Pomegranates (3.1.8 ... to use) for cooking, baking, juicing and used with alcoholic beverage. The trees bear fruit which (3.1.9 ... to sell) in order to become self-sustainable. Pomegranate trees (3.1.10 ... to choose) for many reasons.

(10 x 1) (10)

3.2 Fill in the missing punctuation marks and capital letters on the attached ANSWER SHEET 1. DO NOT rewrite the letter. (11)

3.3 Complete the sentences by filling in the missing words provided below. Write only the answer next to the question number (3.3.1–3.3.3) in the ANSWER BOOK.

Hurrah!; Stop!; Good heavens!; Oh!; Alas!

3.3.1 ... we were unable to save his life.

3.3.2 ... the lightning has killed three sheep.

3.3.3 ... how I loved him!

(3 x 1) (3)

3.4 Formulate sentences with each of the following words to show the difference in meaning:

3.4.1 farther/further

3.4.2 insure/ensure

3.4.3 loan/lend

(2 x 3) (6)
[30]

TOTAL SECTION C: 30

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SECTION D

QUESTION 4: READING COMPREHENSION

Read the following passage and answer the questions.

1. Building an effective brand will go a long way towards helping your business stand out from that of your competitors when you are competing for attention from your potential customers. Just as each company has a brand, the space it occupies in the minds of its customers, competitors and employees, so too your business team also has a brand. The best team brands are those that are recognised by customers, peers and even the competitors for the value that they add in the workplace. Team branding is beneficial to both individuals who recognise that the next step in building their personal brand is to ensure that they collaborate to build a strong team brand, as well as to have organisational leaders who recognise that whilst teams need some autonomy to function at a high level, they will benefit from building team brands that are distinctive yet aligned to the organisations to which they belong. Team brands share certain attributes that you should try to encourage in your business.

2. The team understands its strengths and its positioning.

   Successful team brands do not only understand the competitive landscape in which they operate, they also know what sets them apart from their competitors and how to use these strengths. Each member of the team understands the role he/she plays and how that role contributes to the value of the whole team.

3. The team comprises individuals who are strong brand ambassadors.

   Successful teams recognise that each person is an ambassador for the company. Together the team ensures that each member has the training and education necessary to represent the brand effectively. Every team member plays a vital role and there is no room in a successful team for someone who doesn't contribute towards achieving the team's goals. Well-branded teams are made up of strong personal brands but, however performance-driven they may be, individuals with team potential don't market themselves to stand out at the expense of the team brands. There is almost an anti-hero phenomenon at play.

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

   The team focuses both on doing its job brilliantly and marketing what it is doing. Team members understand that they constantly need to demonstrate the value of their clients in order to build credibility and cement their brand positioning.

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

   Great team brands grasp that they not only need to deliver a product/service that works, but they must also be able to demonstrate return on investment to their client and then top that with even more value by making customers feel special at every touch point. They don't use a one-size-fits-all approach, but they focus on understanding their clients' needs and market to them as individuals to ensure they are relevant to each client.

6. The team gets results.

   Effective team branding results in recognition from customers and peers. With recognition comes feedback and insight, which assist in making your team even more streamlined and efficient. Recognition turns the spotlight onto the team and the individuals in it. People develop pride in what they are doing, which in turn increases productivity, quality of work and morale. The team becomes more relevant and can therefore command and becomes sought after. It becomes more relevant and can therefore command an increased share of budget and management attention. Great teams are also proactive. They work to ensure they're strategically relevant to their customer's success. To create a team brand, the team needs to have a clear understanding of its target market, its core competencies, the benefits it offers and its brand personality.

[Adapted from: *Your Business*, October 2013]

4.1 Supply this passage with a subject heading. (2)

4.2 What is the source of this passage? (1)

4.3 How can one identify the best team brands in a workplace? (2)

4.4 Name FIVE attributes which make successful team brands. (5)

4.5 Identify FOUR factors needed to build an effective team brand. (4)

4.6 What is being implied by the following statements?

4.6.1 Great teams are pro-active (par 5)

4.6.2 There is almost an anti-hero phenomenon at play (par 3)

(2 x 2) (4)

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4.7 Indicate whether the following statements are TRUE or FALSE. Write only 'true' or 'false' next to the question number (4.7.1–4.7.3) in the ANSWER BOOK. Quote sentences from the passage to substantiate your answer.

4.7.1 Building an effective team helps to be different from the competition.

4.7.2 Successful team brands understand only the competitive landscape in which they operate.

4.7.3 Education and training is not really that important as long as the team can ensure that they represent the brand effectively.

(2 x 3) (6)

4.8 Indicate whether the following statements are FACT or OPINION. Write only 'fact' or 'opinion' next to the question number (4.8.1–4.8.2) in the ANSWER BOOK.

4.8.1 Trust and honesty are believed to be elements of an effective relationship in the workplace.

4.8.2 Research shows that teamwork improves communication and motivation amongst the workers.

(2 x 1) (2)

4.9 Provide synonyms from passage for the following words:

4.9.1 Function

4.9.2 Operative

4.9.3 Independent

4.9.4 Unique

(4 x 1) (4)

[30]

TOTAL SECTION D: 30

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SECTION E

QUESTION 5: CONCISE COMMUNICATION

Read the following extract and complete the attached memorandum on ANSWER SHEET 2.

Rupert Bryant, the Director of Web Africa, one of South Africa's most successful Internet service providers and one of the youngest entrepreneurs in the world, has been invited by the Academy to give a motivational talk to all the students and lecturers. The talk will be held in the Academy Hall on Friday 21 March 2014 at 10:00.

[10]

You are Teboho Lehong, the secretary at the Academy of Entrepreneurship. Write a memorandum to all lecturers and inform them about the motivational talk which will take place at the Academy.

TOTAL SECTION E: 10
GRAND TOTAL: 100

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ANSWER SHEET 1 EXAMINATION NUMBER:

QUESTION 2.1

There are many kinds of musical instruments, but broadly speaking musical instruments can be divided into four categories. These four categories are stringed instruments such as guitars and violins; percussion instruments such as drums and cymbals; woodwind instruments such as flutes; and brass instruments such as trumpets.

QUESTION 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

im 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

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ANSWER SHEET 2 **EXAMINATION NUMBER:**

QUESTION 5

RAYMOND ACKERMAN
ACADEMY OF ENTREPRENEURIAL DEVELOPMENT

MEMORANDUM

TO : ..... **DATE** : .....

FROM : ..... **TEL** : .....

SUBJECT: .....

[10]

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