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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

BUSINESS STUDIES

N690(E)(N22)H
NOVEMBER 2012

NATIONAL CERTIFICATE

INTRODUCTORY COMMUNICATION N4

(5140314)

22 November (Y-Paper)
13:00 – 15:00

TWO dictionaries and TWO additional works may be used.

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

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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. Answer only that which has been asked.
3. Number the answers according to the numbering system used in this question paper.
4. A neat layout of answers is very important. Leave a line between the subsections of questions. Number the questions clearly. Rule off on completion of each question.
5. Start each question on a NEW page.
6. Remember to write your EXAMINATION NUMBER on the attached ANSWER SHEET and to include it when handing in the ANSWER BOOK.
7. 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.
8. Write neatly and legibly.

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SECTION A

QUESTION 1: EFFECTIVE STUDY METHODS

Study the following extract and answer the questions set on it.

MTN SPEARHEADS CUT-THROAT COMPETITION

South African consumers are now benefiting from increased cut-throat competition which has led to a further decline in prices of telecommunication services as operators compete for the exploding telecoms market. Multinational operator, MTN, has announced that it will reward subscribers with up to 100% discounts on calls and smses between 18:00 and 18:45 on Thursdays. MTN said new service called Mahala Thursdays was yet another innovative step from the operator towards offering more value to customers. MTN South Africa's chief marketing officer, Serame Taukobong, said the operator had been pushing for cost-effective pricing for the local market. MTN Zone, MTN Muziq customers on prepaid and Top-up will essentially enjoy more hours of off-peak call rates every Thursday allowing our customers to communicate more for less. South African market has continuously asked for more cost-effective pricing models to be put into place and MTN, as a leader in the prepaid space, has been working hard to meet these needs. MTN believes that economic empowerment comes through easy and affordable access to communication.

Adapted from *New Age*

1.1 What do the following acronyms from the extract above stand for?

1.1.1 MTN

1.1.2 SMS

1.1.3 CMO (3)

1.2 Give the meaning of the following slang terms:

1.2.1 'Ayoba'

1.2.2 'Mahala' (2)

1.3 Study each of the following goals carefully and then indicate whether it is a short, medium or long-term goal. Write only the word next to the question number (1.3.1 – 1.3.5) in the ANSWER BOOK.

1.3.1 MTN has announced to reward subscribers with 100% discount on calls and smes. (1)

1.3.2 MTN zone and MTN muziq customer on prepaid and top-up will essentially enjoy hours of off-peak call rates between 18:00 and 18:45 on Thursdays. (1)

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1.3.3 MTN has been working hard to meet the needs of South Africans. (1)

1.3.4 The operator believes that economic empowerment comes through easy and affordable access to communication. (1)

1.3.5 Consumers are now benefiting as operators compete for telecommunication market. (1)

1.4 Study the goals in QUESTION 1.3 and indicate whether they are examples of INTRINSIC or EXTRINSIC motivation. Write only the word next to the question number. (5)
[15]

TOTAL SECTION A: 15

SECTION B

QUESTION 2: LISTENING SKILLS

2.1 Study the advertisement on the attached ADDENDUM A and answer the questions set on it.

2.1.1 Who is the target audience for this advertisement? (1)

2.1.2 Give a reason for the answer in QUESTION 2.1.1. (2)

2.1.3 Who is the sender in this advertisement? (1)

2.1.4 Which media is being used in the advertisement? (1)

2.1.5 Draw TWO columns in the ANSWER BOOK and classify schools that will have POSITIVE or NEGATIVE response from parents' choice on education. (2 × 2) (4)

2.1.6 What is the message conveyed by this advertisement? (1)

2.2 Copy the following extract and use the up (↑) and down (↓) arrows to indicate the falling and rising of your voice words (intonation).

When you die, make sure your family can afford an education. From R199 p/m, you get R1 million, depending on your individual details. (5)
[15]

TOTAL SECTION B: 15

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SECTION C

QUESTION 3: REMEDIAL ENGLISH

3.1 Give the correct form of the word in brackets. Write only the word(s) next to the question number (3.1.1 – 3.1.15) in the ANSWER BOOK.

South Africa 3.1.1 (to deny) on Friday that it 3.1.2 (pressure) by MTN group into backing Tehran's nuclear programme and 3.1.3 (aid) its military when the Johannesburg-based mobile operator 3.1.4 (to bid) for a telephone license in Iran.

South Africa 3.1.5 (to reluctant) to join Western nations in imposing sanctions on Iran; but 3.1.6 (to stop) short of open support for Tehran. MTN said that 3.1.7 (to face) a potential law suit in a United States court from rival Turkcell 3.1.8 (on/over) its license in Iran. MTN is worth $33 billion and is one of S.A's most prominent companies. 3.1.9 It (to operate) in 21 countries across Africa and the Middle East.

A senior former MTN executive 3.1.10 (admit) to bribing S.A former ambassador to Iran to thank him for assisting the mobile giant. The media has obtained a transcript of Chris Kilowan's evidence before US court a month ago in which he implicated himself and top MTN executive 3.1.11. In (to underhand) dealings to acquire a multibillion-dollar mobile license. MTN 3.1.12 (strong) denies any suggestion that its representatives intimidated Mr Kilowan in his role in the court proceedings. Mr Kilowan's testimony 3.1.13 (show) he is not reliable witness. He is a disgruntled former employee, who 3.1.14 (admit) he was paid by Turkcell for his role in the claims against MTN. Chris Kilowan's evidence 3.1.15 (discredit) in a number of major respects. (15)

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

3.3 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (3.3.1 – 3.3.5) in the ANSWER BOOK.

3.3.1 The spy (whistled/whispered) the secret message into my ears.

3.3.2 The man (yelled/yield) angrily at his noisy neighbour across the road.

3.3.3 'Amen' (intoned/intones) the priest solemnly.

3.3.4 'Oof' (gassed/gasped) the man as the ball hit him in the stomach.

3.3.5 The man (groaned/groomed) as they straightened his broken leg. (5)

[30]

TOTAL SECTION C: 30

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SECTION D

QUESTION 4: READING COMPREHENSION

Read the following passage and answer the questions set on it.

PREVENT IDENTITY THEFT

1. Identity theft is a crime that many of us don't worry about, but it can have devastating effects on your life if you fall victim. Identity theft is a form of fraud which someone pretends to be someone else by assuming that person's identity. Fraud is defined as the unlawful and intentional making of a misrepresentation which caused actual prejudice. The purpose of identity theft is predominantly to access resources or to obtain credit or other benefits in the victim's name. It may also be used to marry a person without their knowledge in order to help people fraudulently gain permanent residency or facilitate or fund other crimes such as terrorism and espionage.

2. Identities may be stolen in a number of ways. The traditional methods of stealing personal information have been expanded to incorporate theft over the internet. Thieves stole personal information obtained from your rubbish, computer, bank cards or public records by the use of spyware or by hacking into computers. They may also exploit insider access of the organisations. Computer techniques such as phishing and pharming may be used. Phishing is a technique used to acquire sensitive information such as usernames and passwords in an electronic communication whereas pharming is an advanced form of phishing. It involves setting up a fraudulent website that contains copies of pages from a legitimate website in order to capture confidential information from users.

3. Your ID is one of the main weapons that criminals use in identity theft. This means that you must always keep your ID in a safe place. However, it's not just your document that you should keep safe, you should always be wary of giving away your personal information such as your ID number, address and banking details to other people. If you are moving to a new home, you should immediately notify all the relevant people to send your bills to your new address or else your personal information could fall into the wrong hands. Be very cautious of giving any form of personal information over the telephone, post or internet, unless you are very certain of its security. Protect yourself by protecting your identity document, driver's license and personal information. Always destroy expired identity documentation items when they have been replaced, such as old driver's license and passports. Sign your new credit card or ATM card as soon as you receive it- this means that businesses can check your signature against your card as proof that it's yours. Never write your PIN number on your bank card. If someone is able to use your bank card with the PIN number, the bank will make you responsible for that loss. Resist using predictable passwords or PIN numbers, such as your date of birth or surname. Try not to carry too much personal information in your handbag as this can be easily stolen.

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4. A good thing to look out for when using internet is as follows: if you've been asked to provide information, know that a site starting with 'https' means that information exchanged between you and the website is encrypted and cannot be hijacked by someone who might want to electronically eavesdrop; while the site stating with 'http' means that the website is talking to your browser using the regular and unsecure language.

5. Even if you are careful, you might still lose your ID to theft. The first thing you should do when your ID is stolen; is going to your nearest police station and report theft and the police will give you a case number. Every person who has their ID lost or stolen should register the matter at www.safps.org.za, which is the South African Fraud Prevention Service website. They will then circulate your details to all major banks and retailers so that no one else will be able to use the lost or stolen ID. Approach the South African Fraud Prevention Service if you think that you have been the victim of identity theft and ask them to register your complaint. You can only be able to start the step-by-step process of alerting the different organisations that may have been presented with your fraudulent identity about what has happened only if you have reported the matter with the police.

6. You can also check your credit profile to see if your identity has been misused, which you can do by contacting the Experian Credit Bureau or ITC. You are allowed one free viewing of your credit profile each year. Prevent ID fraud. Remember to report any fraudulent activity on your bank accounts or other types of fraud to the police as soon as you realise that it has happened. Your case number will be very important for trying to sort out any problems that could result from the fraud later on, such as with businesses or insurers.

Adapted from *Move 2008*

4.1 Who is the source of this article? (1)

4.2 What do you understand about identity theft? (2)

4.3 What is the main reason for identity theft? (2)

4.4 Define TWO techniques used by the identity thieves as appeared on the passage. (2 × 2) (4)

4.5 Find the synonyms for the following words from the passage:

4.5.1 Data

4.5.2 Infiltrate

4.5.3 Cautious (3)

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4.6 Indicate the FOUR steps to be taken if you lose your ID. (4)

4.7 Who should be contacted if you suspect that your personal information has been stolen? (1)

4.8 List FIVE ways to prevent identity fraud. (5)

4.9 How many times per annum will you be allowed freely to check your credit profile? (1)

4.10 Explain the difference between the *https* and *http* web sites? (4)

4.11 Indicate whether the following statements are FACT or OPINION. Choose the answer and write only 'fact' or 'opinion' next to the question number (4.11.1 – 4.11.3) in the ANSWER BOOK.

4.11.1 In South Africa, identity theft is prosecuted in terms of common law.

4.11.2 The police think that ID book is a weapon used in identity theft.

4.11.3 Research has indicated that identity theft is the most growing crime in South Africa. (3)

[30]

TOTAL SECTION D: 30

SECTION E

QUESTION 5: CONCISE COMMUNICATION

Your boss Mr Taukobong was questioned by different media, particularly SABC 2 about the MTN's influence on Iran nuclear tender. Mr Vuyo Mbuli, presenter of the popular show 'Morning Live', has invited him for the interview on his show aired on SABC 2. He suggested two dates, namely 8 or 9 November 2012 at 6:30. He would like you to respond by 5 November 2012. The fax and the telephone numbers are 011 566 0708 and 011 566 0709 respectively.

Use the attached ANSWER SHEET 2 and respond to this fax on behalf of your boss. **[10]**

TOTAL SECTION E: 10
GRAND TOTAL: 100

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ANSWER SHEET 1 **EXAMINATION NUMBER:**

april 3 2003 marked the 30th anniversary of the first public telephone call placed on a portable cellular phone martin cooper placed that call on that day in 1973 it was the incarnation of his vision for personal wireless communications distinct from cellular car phones people want to talk to one another not in a house or a car given a choice people will demand a freedom to communicate wherever they are it is that freedom we sought to vividly demonstrated in 1973 said martin cooper (20 × ½) (10)

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ANSWER SHEET 2 **EXAMINATION NUMBER:**

FAX

Tel: (011) 912 3000
Fax: (011) 912 3002

Private Bag X9955
CRESTA
0200

TO : _____
ATTENTION : _____
FAX : _____
TEL : _____
FROM : _____
NO. of Page(s)_____ DATE: _____
SUBJECT : _____

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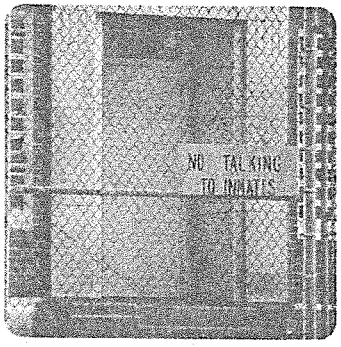
ADDENDUM A

SCHOOLS YOUR KIDS COULD GO TO AFTER YOU DIE:



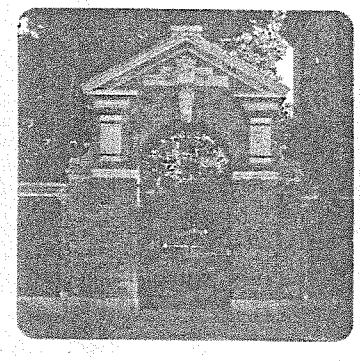
1. SCHOOL OF HARD KNOCKS



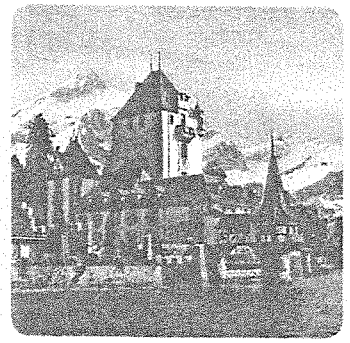
2. "JUVIE"



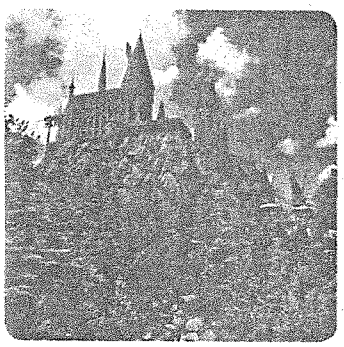
3. MILITARY SCHOOL



4. PRIVATE SCHOOL



5. SWISS FINISHING SCHOOL



6. HOGG-WARTS

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