higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

COMMUNICATION N4

3 AUGUST 2018

This marking guideline consists of 10 pages.

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MARKING GUIDELINES FOR EXAMINERS/MARKERS

1. Examiners/markers are reminded that the subject 'Communication' is a necessary life skill for Engineering students.

2. Thus, it is important to mark language within the constructs of the paper.

3. The answers provided in this memorandum are not exhaustive and examiners/markers are requested to use their discretion when marking.

4. Answers provided by students should also be assessed against the provided background and information in the paper.

5. Examiners/markers are to award marks for creative writing in the concise questions.

SECTION A (BASIC COMMUNICATION PRINCIPLES)

QUESTION 1

1.1 False
1.2 True
1.3 True
1.4 False
1.5 True
1.6 False
1.7 False
1.8 True
1.9 True
1.10 False

(10 × 1) **[10]**

QUESTION 2

2.1 Informal
2.2 Formal
2.3 Formal
2.4 Informal
2.5 Formal

(5 × 2) **[10]**

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QUESTION 3

3.1 3.1.1 The sender is Atura Engineering.

3.1.2 The message implies that their bikes are an easier method of transport, that they are the leaders in their field and are recognised internationally.

3.1.3 The receivers are anyone who is interested in alternative methods of transportation, the youth or biker fanatics.

3.1.4 Atura could see an increase in sales and interest in their product.

3.1.5 The channel or medium is online electronic communication or print media in selected magazine publications.

(5 × 2) (10)

3.2 Subjective communication mainly used in advertising as it uses emotional language and imagery. (2)

3.3
- It has a short life span.
- The reach is limited, meaning not everyone will see the message.
- It adds to economical wastefulness.
- It can be costly.
- Some people still illiterate and may not read the advertisement.

(Any THREE. Students can use their own wording as long as it is relative) (3)

[15]

TOTAL SECTION A: 35

SECTION B

QUESTION 4: PRESENTATION OF INFORMATION

4.1
- It improves productivity.
- It is easier to explain a process.
- It avoids confusion.
- Workers can prioritise the importance of instructions.

(Any ONE. Allow for students own interpretation, but they should not repeat themselves) (2)

4.2
- The company policies.
- Company constitution.
- Instruction manuals.
- Letters/memos with tasks and instructions.
- Health and safety posters, manuals and notices.

(Any TWO. Allow for students own interpretation). (2)

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4.3	4.3.1	B
	4.3.2	H
	4.3.3	G
	4.3.4	F
	4.3.5	D
	4.3.6	E
	4.3.7	C
	4.3.8	A

(8 × 2) (16)

An example of what the paragraph would look like when written out in full.

There are two types of pedal power devices in existence today. The first type is a stationary one, in which bicycle part such as the frame, crank, chain, and wheel are used to produce a rotating motion. This rotary motion can be used to operate machines such as threshers, winnowers, pumps, woodworking lathes and metal lathes. Some examples are paddy threshers, small water pumps and grinders. It can also be used to power a drill and circular saw. The second type of power device is a modified bicycle, which can be used both as a vehicle for transportation as well as for power production. This modified bicycle is called a dual-purpose bicycle. Lastly, the dual-purpose bicycle has a permanent attachment and modified broad stand carrier.

[20]

QUESTION 5: RESPONSE TO AN ENQUIRY

ATURA engineering

Tel: 021 980 3311*
Fax: 021 999 3345*
Centre*

567 Klapmuts*
Industrial

Stellenbosch*
CAPE TOWN

*(U/C)

7600*

Any date* (Written out in full)

Mr John Andrews*
Bikepro SA*
Any address*
Stellenbosch*
CAPE TOWN *(U/C)
7600*

Dear Mr Andrews*

ENQUIRY ON SPECIALS* (U/C)

Thank you for enquiring about our specials for this month. I have included the items that we have in stock below, namely:✓✓

ITEM:	**SIZE**	**PRICE**	
CBR954RR✓	02-06'	R500 each✓	(35 units in stock)✓
Chrome rear shock absorbers✓	Universal	R1100 each✓	(5 units in stock)✓

Unfortunately, we do not have any universal brake reservoirs (black) in stock anymore.✓

I would like to bring to your attention that our standard delivery cost of R80-00✓ still applies for any deliveries in the vicinity. If you intend to order from us, please use this reference number:
AES3345R✓✓
Our specials are on a first come, first serve basis and please remember the prices quoted here are excluding VAT.✓✓

We hope that we can be of further assistance and are looking forward to hearing from you soon.✓

Yours faithfully*

D.Rantseng *

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DAVID RANTSENG *(U/C)
INDUSTRIAL ENGINEER*(U/C)

Marking Guideline: Content	MARKS:
Introductory paragraph must begin with a goodwill sentence, and thank the person for their enquiry.	2
The body of the letter must contain information about: • The item. • The size. • The price. • Availability of stock. • The reference number should appear in the letter. • The customer needs to be informed about VAT. • Delivery costs.	12
The closing paragraph should end with goodwill.	1
	15
Marking guideline: Language	
Deduct marks from language for spelling, poor grammar and punctuation errors. The letter needs to be written in a formal register with an objective tone.	**5**
Marking guideline: Format *	
Minus one mark from format for *each* incorrect point/heading	**5**
TOTAL:	**25**

[25]

QUESTION 6: MINUTES

ATURA engineering

MINUTES OF THE MONTHLY MEETING✓ THAT TOOK PLACE IN THE COMPANY BOARDROOM✓AT 9:00✓ ON THE 15TH MAY...✓

1. OPENING AND WELCOME:*

The Chairperson opened the meeting and welcomed everyone present.

2. ATTENDANCE REGISTER:*

All present signed the register (Students may also write the names of some members)

3. APOLOGIES:*

None

4. MINUTES OF THE PREVIOUS MEETING:*

The minutes were read, approved and then signed.✓

5. MATTERS ARISING:*

5.1 Strike in the petrol and diesel industry*

Mr Tsolo provided feedback on the issue,✓ he was concerned about the loss of profits as little or no manufacturing had been done.✓ He was also concerned about stock that has been left at the suppliers and does not know how we would get it to our premises.✓ Mr Dala suggested we fetch the consignment ourselves.✓

Ms Lemeko implied that any suggestions would be useful,✓ as the strike is taking longer than anticipated. Mr Tsolo suggested we approach our competitors for assistance and join resources to assist in getting the stock to our company.✓

The members voted and it was unanimous.✓ Mr Tsolo✓ was tasked with approaching Steel Co.✓ and Mathers Engineering✓ to see if this will be possible.

6. NEW BUSINESS *(Should be written using both past tense and future tense)

6.1 Financial losses in the Nigerian Branch*

Ms Lemeko raised her concerns about our Nigerian branch,✓ that complaints had been received from public and staff✓ and that the matter needs to be investigated. Mr Dala✓ commented that it was sad to hear this as the Nigerian branch should be the perfect outlet for our motorbikes.✓ It was decided that an investigation will be conducted and Ms Lemeko will be in charge of the task.

7. GENERAL*

No matters were discussed.

8. DATE OF NEXT MEETING*

The date was set for 16th of June 20... (Any date in June)

9. CLOSURE*

The Chairperson thanked everyone present and the meeting was closed.✓ (No mark is awarded if the student used the word 'adjourned'.

CHAIRPERSON*: DATE:*

_____ _____

SECRETARY:*

_____

(Not to be filled in. If the student has filled in this section deduct THREE marks from format.)

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		Marks
Content	One mark for each valid point.	20
Language	The minutes must be written in the past tense, under new business they use both the past and future tenses. Deduct marks from language if there are spelling and grammar errors.	5
Format	All headings and numbering systems should be correctly used. Deduct from format if there are errors.	5
		30

[30]

QUESTION 7: INVESTIGATION REPORT

Information taken from the article can be used to guide students under findings. Please take note that students can be creative in their responses, as long as the findings match up with the procedures used.

Factual information from the article:

- Political factions/unsafe
- Huge competition (Nissan and China)
- Large part of the population still illiterate
- Road networks not always reliable
- ICTs are affected because of challenges in the power sector
- Roads in places are in a bad condition, affecting key routes
- Youth restlessness
- Increase in criminal activity/corruption
- Poor management practice
- Infrastructure decay
- Unfavourable terms and conditions placed on jobs
- Problems in education/not compulsory
- Mental stress, depression affects households
- Drug and alcohol abuse
- Inflation rate is high
- Nigerians are price sensitive

ATURA engineering

INVESTIGATION REPORT ON THE NEGATIVE STATUS OF ATURA NIGERIA BRANCH*. (U/C)

1. **TERMS OF REFERENCE***

Ms Lemeko,✓ the Production Manager✓ gave me instructions on the 20th of May✓ to compile an investigation report on the negative status of Atura Nigeria.✓ The report must be submitted by the 30th of June 20... ✓

2. **PROCEDURES***

2.1 Interview management✓
2.2 An online questionnaire for customers✓
2.3 Discussions with lower level staff✓

3. **FINDINGS***

3.1 The branch manager, Mr Sefojane (any names) said that their branch is battling to keep up with their competitors, Nissan and China✓ both export to the country. There is a demand for the motorbikes, but the factory production cannot keep up, and they are losing out to these competitors. He also said that delivery of goods is a challenge as the road infrastructure remains poor,✓ and the roads are in very bad condition impacting on key routes. He also said that many of the staff are struggling with drug and alcohol addiction and this is influencing their work performance.✓

3.2 Online questionnaire data showed:
70% of customers found that our site was not user friendly, and because of poor power infrastructure many do not bother to try and battle along on our site.✓
20% of online customers say our prices are too high.✓
55% are battling to use the internet and are not computer literate.✓

3.3 Lower level staff are unhappy with management and suggest that there could be corruption at higher levels.✓ They also feel they are not being skilled enough as they are lacking basic education.✓ They also reiterated that many have to work weekends to make up for the staff that did not come to work during the week, and feel that there are unfair conditions placed on their jobs.✓

4. **CONCLUSION ***
The management cannot compete with the high production rate and cheaper prices of their competitors.✓
The online site is not adding value to our brand, and staff are overworked and unskilled.

5. **RECOMMENDATIONS ***

It is recommended that:

- The production line in the factory should be made larger to keep up with demand.✓

- Labourers should to be skilled and small training initiatives should be adopted.
- Our online portal should be revamped to suit the needs of our customers.
- Social intervention programmes should be introduced to assist staff struggling with drug and alcohol abuse.✓

COMPILED BY*:

*D. Rantseng**

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		Marks
Content	One mark for each valid point: • Terms of reference • Procedures • Findings (MUST match up with procedures otherwise NO marks are to be awarded under findings. (E.g.: 2.1 must relate to 3.1) • Conclusion (Is a basic summary of the problem – no recommendations). • Recommendations (TWO ideas on how management could possible solve the issues)	5 3 9 1 2
		20
Language	Deduct marks from language if there are spelling and grammar errors. Pay attention to tenses – a report is mainly past tense, however under recommendations the future tense is used.	**10**
Format	All headings and numbering systems should be correctly used. Deduct from format if there are errors. Take note of the numbering system at procedures and findings.	**10**
		40

[40]

TOTAL SECTION B: 115
GRAND TOTAL: 150

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