higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

T370**(E)**(A3)T

NATIONAL CERTIFICATE

COMMUNICATION N4

(5140004)

3 August 2018 (X-Paper)
09:00–12:00

This question paper consists of 8 pages, two addenda of 3 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
COMMUNICATION N4
TIME: 3 HOURS
MARKS: 150

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions.
2. Read ALL the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Carefully read through the whole question paper before answering.
5. Read and interpret the questions against the given background and apply ALL the available information.
6. Information not provided has to be created by the student.
7. Leave a line between subsections and questions.
8. Start every new question, from QUESTION 3 onwards on a NEW page.
9. Use the attached ADDENDUM A when answering QUESTION 5.
10. Use the attached ADDENDUM B when answering QUESTION 7.
11. Write neatly and legibly.

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SECTION A: BASIC COMMUNICATION PRINCIPLES

BACKGROUND INFORMATION

You are David Rantseng, an industrial engineer for a manufacturing company called Atura Engineering in the Western Cape.
Their address is 567 Klapmuts, Industrial Centre, Stellenbosch 7600.
The telephone and fax number is 021 980 3311 and 021 999 3345, respectively.

The company imports and manufactures various parts for bicycle and motorcycle retail. You perform various tasks daily, mainly to develop manufacturing and processing procedures, oversee production and inspect developments.

Atura has seen a gap in the Southern African market and decided to open up a factory in Nigeria. Based on market research, they realised that Nigeria's poor road infrastructure meant that many motorcars could not access various areas but smaller motorcycles could.

QUESTION 1

An industrial engineer must quickly become an expert not only in the manufacturing and production processes of the industry but also in the specific culture, problems and challenges that the company faces.

Indicate whether the following statements are TRUE or FALSE. Write only the word 'True' or 'False' next to the question number (1.1–1.10) in the ANSWER BOOK.

1.1 Communication barriers only arise during formal communication.

1.2 Noise is also referred to as a barrier in communication.

1.3 Cultural barriers arise because senders and receivers assign different meanings to the message.

1.4 Listening is not as important as talking.

1.5 Non-verbal communication is just as important as verbal communication.

1.6 Interpersonal communication is communication one has with oneself.

1.7 Religion does not create barriers as it is perceived that everyone is born 'good'.

1.8 The sender is also known as the encoder of the message.

1.9 The way we use our space has a direct influence on our communication.

1.10 Graphic representations in presentations are a waste of time.

(10 × 1) **[10]**

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QUESTION 2

All companies have to use formal and informal communication during working hours.

Indicate whether the following situations are FORMAL or INFORMAL. Write only the word 'Formal' or 'Informal' next to the question number (2.1–2.5) in the ANSWER BOOK.

2.1 A colleague discusses a project with his peer in the passage way.

2.2 A progress report for an on-going project is presented to the manager.

2.3 A marking guideline is sent to all staff informing them of the new dress code.

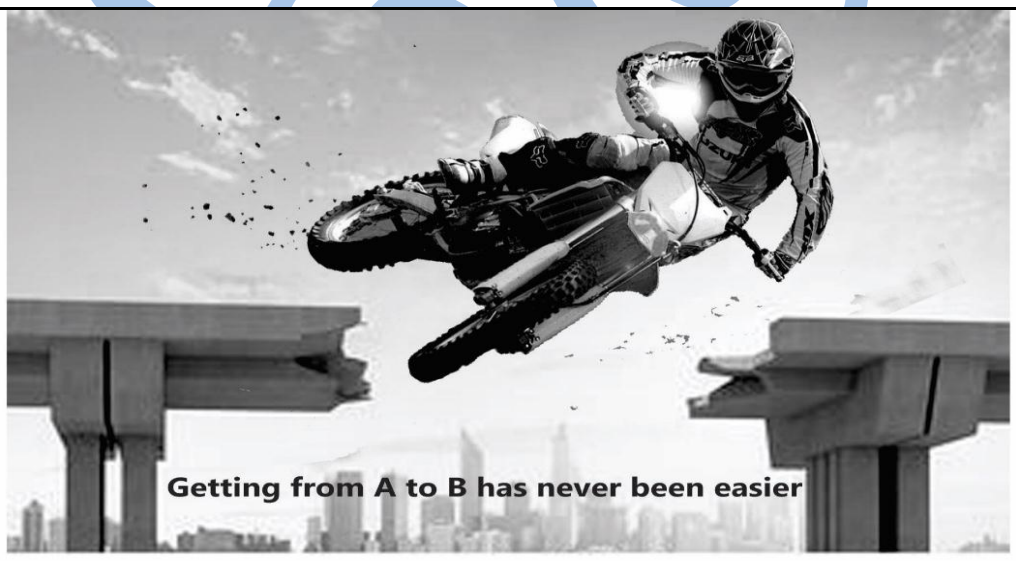
2.4 A colleague responding to a friendly group chat.

2.5 A letter of complaint is sent from the company to a supplier.

(5 × 2) **[10]**

QUESTION 3

3.1 Atura Engineering recently advertised their new branch online and in various publications. Study the advertisement below and answer the questions.



Broken roads and rough terrain has never been easier to navigate. We are an internationally visible company, and recently opened a factory in Nigeria. Be sure to visit us on line and connect with our capable and friendly staff.

ATURA engineering

www.aturaengineering.com

567 Klapmuts
Industrial centre
Stellenbosch
CAPE TOWN
7600

4 Matadi Street
Etim Inyang Crescent
Victoria Island
NIGERIA
23401

The leader in quality bicycle and motorcycle parts.

3.1.1 Who is the sender of the message?

3.1.2 What is the message?

3.1.3 Who are the intended receivers?

3.1.4 What kind of feedback can the company expect to receive?

3.1.5 What channel of communication has been used?

(5 × 2) (10)

3.2 Is the above advertisement an example of subjective or objective communication? (2)

3.3 The advertisement was placed online and in various publications.

Give THREE disadvantages of print media. (3)

[15]

TOTAL SECTION A: 35

SECTION B

QUESTION 4: PRESENTATION OF INFORMATION

In the engineering world, presentation of information and instructions have a logical sequence.

4.1 Give ONE reason why instructions and information should be listed in an orderly way. (1 × 2) (2)

4.2 Name TWO examples of formal written instructions within the work place. (2)

4.3 Rearrange the following sentences in a logical and sequential order. Write only the letter (A–H) next to the question number (4.3.1–4.3.8).

4.3.1 A Lastly, the dual-purpose bicycle has a permanent attachment and modified broad stand carrier.

43.2 B There are two types of pedal power devices in existence today.

4.3.3 C This modified bicycle is called a dual-purpose bicycle.

4.3.4 D It can also be used to power a drill, a woodworking lathe and a circular saw.

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4.3.5	E	The second type of pedal power device is a modified bicycle, which can be used both as a vehicle for transportation as well as for power production.
4.3.6	F	Some examples are paddy threshers, winnowers, groundnut shell removers, small water pumps, and grinders.
4.3.7	G	This rotary motion can be used to operate machines such as threshers, winnowers, pumps, woodworking lathes, and metal lathes.
4.3.8	H	The first type is a stationary one, in which bicycle parts such as the frame, crank, chain, and free wheel are used to produce a rotating notion.

(8 × 2) (16)
[20]

QUESTION 5: RESPONSE TO AN ENQUIRY

You receive an enquiry letter from John Andrews a Sales Technician from Bikepro SA in Stellenbosch.

He would like to know if Atura Engineering has any specials on:

- Motorcycle clutch plates (02 -06 inch)
- Universal shock absorbers, and
- Universal brake reservoirs in black.

Use the price list attached in ADDENDUM A and write a letter of response to their enquiry.

Write the letter using a formal and professional tone. Ensure that you include all information that will be relevant to the customer.

[25]

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QUESTION 6: MINUTES

Holding meetings is part of the organisational requirements, and ensures that effective communication takes place.

Read the following extract from a monthly meeting that took place in the company's board room on the 15th May, at 9:00 am.

Once you have read through the dialogue, write the full minutes of this meeting using all relevant headings.

Chairperson: Now that the minutes have been read, approved and signed, let us discuss feedback regarding the pressing issue of the strike within the petrol and diesel industries. This has had a huge influence on our deliveries and naturally we are battling to receive stock.

Mr Tsolo: Yes madam Chair, it is regrettable. Every day that we are losing out on manufacturing time, because of the lack of equipment sees us going further into the red. We have a consignment of material and equipment that is simply sitting at our suppliers, with no way of getting here.

Mr Dala: Sorry for sounding ignorant, but why can't we simply fetch it ourselves?

Ms Lemeko: Well at this point we have to start thinking out the box, because the strike doesn't sound as if it is easing up any time soon. As we all know this is strike season and the unions do not seem to be coming to any agreements.

Mr Tsolo: What about approaching some of our competitors? These are trying times and we are all in the same boat. Maybe we can pool our resources and manage to get everyone's equipment and material back here?

Chairperson: That sounds like a good idea, are we all in favour? *(All members agree unanimously)*. Well, Mr Tsolo, it looks as if you are now in charge of this. Please contact Steel Co and Mathers Engineering as soon as possible and find out if they are willing to share transportation costs. On to new business, I see there is only one matter up for discussion this month and that is the financial losses of our Nigerian branch.

Ms Lemeko: Well ma'am, Atura Nigeria is not doing as well as we expected and after numerous complaints from the public and staff I think we need to investigate the problem.

Mr Dala: It is very sad to hear this, Nigeria should be the perfect outlet for our motorbikes, given the fact that their roads are in such poor condition and doesn't really allow for proper vehicle transportation, especially in rural areas.

Ms Lemeko: You are quite right Mr Dala, it is a mystery. I suggest we do a formal inquiry before the matter becomes really out of control.

Chairperson: Ok, Ms Lemeko please put a small team together and send them to Nigeria. I want a full investigation report by the end of June. **[30]**

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QUESTION 7: INVESTIGATION REPORT

The manufacturing branch in Nigeria opened its doors in 2015, and initially seemed as if it was doing well. However, not even a year and a half later the business is struggling financially and has a high turnover of staff. There has also been many online complaints regarding service and quality of workmanship.

On the 20th of May, Ms Lemeko the Production Manager, instructed you to compile an investigation report on the negative status of Atura Nigeria. The report has to be submitted by the 30th of June. Ms Lemeko wants you to interview Atura Nigeria's management, set up an online questionnaire for customers, and hold discussions with lower level staff.

Use the formal layout and the following headings:

- Terms of reference
- Procedures
- Findings
- Conclusion
- Recommendations

Read the extract, *Doing Business in Nigeria* ADDENDUM B (attached), use the information in the article to guide your responses under findings.

[40]

TOTAL SECTION B: 115
GRAND TOTAL: 150

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ADDENDUM A

ATURA engineering

SPECIALS

PRICE AND AVAILABILITY LIST

ATT: STAFF

The following is a list of stock that is available on special, it will be updated regularly.

Please ensure that local customers are informed of the standard delivery rate of R80-00.

- Include Reference number: AES3345R on all quotations and letters responding to enquiries.
- All items listed are exclusive of VAT.

ITEM	SIZE	PRICE	AVAILABILITY
Air Filters:			
K&S Style Cone Filter Chrome end cap	39 mm	R125	8
K&S Style Cone Filter Chrome end cap	42 mm	R125	10
K&S Style Cone Filter Chrome end cap	46 mm	R125	8
Brake Reservoirs:			
High quality CNC universal brake res.(black)	universal	R300	**No stock**
High quality CNC universal brake res. (gold)	universal	R300	3
Clutch Plates and Kits:			
CBR600RR	03–08'	R500	**No stock**
CBR954RR	02–06'	R500	35
YFZ 450 kit	04–05'	R250	15
Fuel Filters and taps:			
Chrome performance fuel filter (cleanable)	universal	R190	20
High quality neoprene fuel line	6 mm	R 60/1 m	100 metres
Shock absorbers			
Chrome rear shocks	universal	R1100	5
Chrome rear shocks	320 mm	R970	10
Chrome rear shocks SR250 (eye to eye)	320 mm	R970	**No stock**

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ADDENDUM B

DOING BUSINESS IN NIGERIA

Many South African retail companies are investing in different parts of the African continent, as they have realized the value of expanding to its neighbouring countries. Many Sub-Saharan African countries are enjoying retail goods from South Africa, particularly Nigeria. Retail companies such as *Woolworths* and the *Foschini Group*, an educational software company *Learning Curve* and media giant *Naspers* have all bought a 50 percent stake in online shopping portal Konga.com with Nigeria. According to South Africa's Trade and Industry, Nigeria imports many physical products such as vehicles, chemical products, electronic equipment, iron and steel.

Nigeria, it would seem remains a hub for most entrepreneurs and investors. In spite of political factions, Nigeria is one of the largest economies in Africa. If Nigeria can overcome the political turmoil and its government can work around restructuring its educational system, Nigeria can be profitable in its marketing endeavours. Nigeria has many big brands investing in the country, some big names include Tiger brand, MTN and Nissan. China is also a big exporter to the country, as it can export large amounts of low-cost manufactured goods that meet with Nigerian's local demand. Nigeria is also becoming more global with many retailers opting to do online advertising.

Size of population
Known as the 'Giant of Africa' because of its large population of roughly 174 million. It is the most populated country in Africa and has one of the largest populations of youth in the world. What drives the market is a large youth market size and urbanisation.

Education level
Education is provided free by the Nigerian government, however the attendance rates are extremely poor with only 32% for males and 27% for females. It has been described as dysfunctional with 68% of the population illiterate. The main issue would probably point to the fact that education is not compulsory, dying institutions and ill prepared graduates.

Economics
Natural resources include natural gas, coal, petroleum, iron ore, limestone, tin, lead, zinc, and arable land.

Nigeria has a relatively strong infrastructure, with advanced power, road, rail and information communication technology (ICTs). However, there are some challenges notably within its power sector, as the country has only been able to meet half of its power demand. Nigeria's road networks are also in disarray. Their roads are in a bad condition, movement and delivery of goods is slow and sometimes unsafe, with many accidents and vehicle breakdowns.

Road network conditions remain patchy, with the conditions of many key routes alternating between good, fair, and poor across different sections.

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Employment rate

Unemployment is alarming, with widespread poverty and youth restlessness, social vices and criminal activity are all prevalent because of joblessness. Federal government over the years have claimed strong GDP growth rates at 6 percent since 2005, which is quite a contradiction as unemployment has risen to 37 percent in 2013. The apparent growth in economy has not lead to economic development unfortunately, and a country blessed with natural resources and a willing youth should be able to flourish. A variety of factors result in unemployment in Nigeria, some of these include:

- Corruption
- Poor management practice
- Infrastructural decay
- Unfavourable terms and conditions placed on jobs
- Systematic problems in education

Unemployment is first felt with the individuals then at household level thus extending to the entire society and ultimately the economy. Which creates a ripple effect of malnutrition, mental stress, loss of self-esteem, depression and self-destructive behaviour such as drug taking and alcohol abuse.

The Nigerian inflation rate is high, and normal commodities such as rice, eggs, milk have doubled in price, the average Nigerian is struggling to afford the everyday and sometimes even the consumer goods.

Nigerians are price sensitive and because of their low levels of trust, they tend to be very brand loyal. According to surveys, 70% of Nigerian purchases are based on brand loyalty as opposed to other sub-Saharan countries at 59%. They also tend to buy products based on the cheapest prices and promotions.

[Article compiled by using various resources]

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