higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

COMMUNICATION N4

7 AUGUST 2019

This marking guideline consists of 8 pages.

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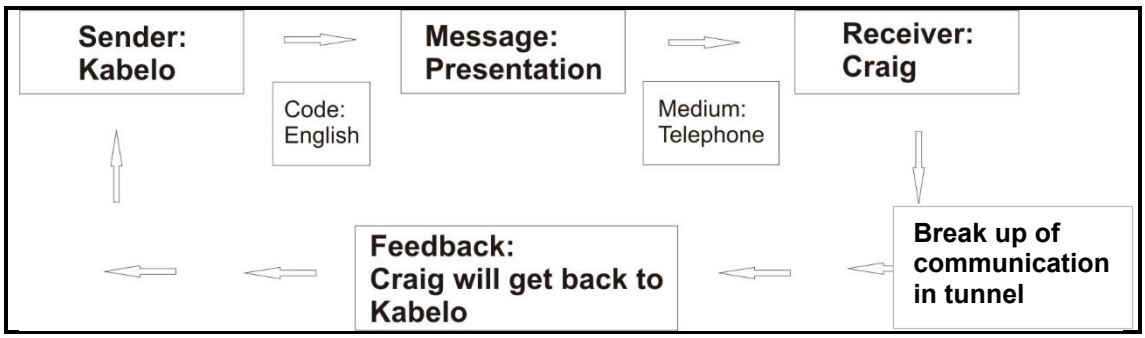
SECTION A: BASIC COMMUNICATION PRINCIPLES

QUESTION 1

1.1



- The source of the message: Kabelo
- The code of the message: English
- The message: Regarding the presentation that Kabelo wants to do
- The channel or medium of communication: Cellphone communication
- The receiver: Craig
- The response: Craig will try his best to set up a time for Kabelo to do his presentation.
- Barriers: Breaking up of communication in the tunnel

(ONE mark for each correct point) (7 × 1) (7)
(ONE mark for drawing) (1)

1.2
- Conversation can move quickly and naturally.
- It affords a person the opportunity to share ideas and information freely without feeling pressurised.
- It allows successful communication when brainstorming or in focus groups or during team building.
- It can build interpersonal relationships between co-workers and management. (Any relevant answers) (Any 2 × 1) (2)

1.3
- Informal communication does not follow any predefined channels for the transmission of messages. It can take place both inside and outside an organisation and it leaves no written record.
- Informal is a relaxed manner of communication.
- The grapevine is often referred to as the rumour mill or gossip. It has negative connotations as information cannot always be trusted.
- The grapevine can become malicious. (Any relevant answers) (Any 2 × 1) (2)

1.4 'Enviro S.A. is always on top of their game!'
'Awesome! Shoot my man.'
'Geez, things are getting sticky here.'
'I will see what I can do, bru.'
(Any THREE quotations, but quotation marks MUST be used to get a mark.) (3)

1.5
- It lessens the possibilities of miscommunication and barriers being formed.
- Feedback is instantaneous.
- Sender can evaluate the nonverbal communication of the receiver.
- It ensures that the message is not delayed.

(Any THREE answers relevant to direct communication) (3)

1.6
- Intrapersonal communication is communication that a person would have with himself/herself. The person is the only participant, for example prayer, meditation or decision making.
- Interpersonal communication takes place between 2 people or among people within a group, for example a church group or in a management meeting.

(Any relevant answer) (2 × 2) (4)

1.7
- Electronic communication is fast.
- It allows for large amounts of data to be stored and shared.
- It is versatile.
- A permanent record of any transaction can be kept.
- Electronic communication allows for more receivers to be reached.

(Any THREE relevant answers) (3)

[25]

QUESTION 2

2.1 C
2.2 A
2.3 E
2.4 B
2.5 D

(5 × 1) **[5]**

TOTAL SECTION A: 30

SECTION B: CONCISE CORRESPONDENCE AND COMMUNICATION IN MEETINGS

QUESTION 3: EXPANSION FROM NOTES

EXAMPLE:
LOOKING FORWARD, USING NEW WASTE-WATER TECHNOLOGY
Waste-water technologies✓ encompass several processes of treatment, mainly in the mining industry.✓ Enviro South Africa builds and commissions✓ world-class water management solutions✓ that can assist others in managing their own treatment technology.✓ During this process, the plant is supplied directly via open seawater.✓ This is situated 600 metres from the shore.✓ As the water passes through six filters,✓ the treated water is fed into split tanks that can hold approximately 5 megalitres.✓ All the water is treated chemically✓ to avoid any impurities✓ and to stabilise the pH balance.✓ (Accept any similar answer)

MARK ALLOCATION		
Content	Award one mark for each correct point	12
Language	Ensure there are no abbreviations, proper spelling is used and joining of words/conjunctions is/are used. Minus one mark for each mistake up to a maximum of 5 marks.	5
Format	No mark awarded for format if student used bullets or numbering. Award a mark if it is written in one paragraph. Award a mark for the new heading. Award a mark if the paragraph is coherent.	3
TOTAL		**20**

[20]

QUESTION 4: GRAPHIC PRESENTATIONS

4.1 Screens (1)

4.2 32,93% (2)

4.3 Screens✓ and chlorination✓ (2)

4.4 Aeration (1)

4.5
Aeration = 54,12✓
Seawater desalination = 18,67✓
Waste-water pumping = 14,26✓
TOTAL: = 87,05✓ (4)

4.6
- It is the most common type of chart used during presentations.
- It is often used in newspapers and are easy to understand and grasped at a glance. (Any relevant answer) (2)

4.7
- Graph chart
- Line graph
- Bar graph
- Tables
- Photographs
- Illustrations (Any 3 relevant answers, relevant creative responses) (3 × 1) (3)

[15]

QUESTION 5: LETTER OF COMPLAINT

ENVIRO SA*

Tel: 031 525 6644*
Fax: 031 441 7771*

50 Columbine Road*
Pinetown*
KWA-ZULU NATAL*
4051*

30 July 2019* (Any date after this date. Date must be written out in full.)

The Manager
Piping and Co.*
Any address*
TOWN* (U/C)
Code*

Dear Sir/madam

INCORRECT CONSIGNMENT OF PIPING* (Any relevant heading in U/C)

INTRODUCTION: Piping and Co. is renowned for prompt delivery and excellent service.✓ Thank you for delivering our consignment of piping on 30 July as discussed.✓ Unfortunately, when checking our order we discovered that you delivered the incorrect goods.✓ The pipes we received are substandard in quality✓ and are for domestic use✓ and do not suit our purposes. Please refer to quote number X50909✓ and requisition form number MM 4443.✓

BODY: We ordered the MEGATUFF HDPE 100,✓ the preferred choice especially in the mining industry.✓ These pipes are known for their 100-year life span✓ as they can withstand chemicals✓ and have abrasion-proof properties.✓ They can also weather the African environment and harsh conditions very well.✓ For these very reasons✓ we ordered the piping from your company✓ and consequently paid a huge sum of money for the order.✓

Piping and Co. are known experts in the field,✓ you have always delivered well on time and it has always been a pleasure conducting business with you.✓ However, I am sure that you will agree that this is an unfortunate situation. It has created an unnecessary setback in our company✓ and I am afraid this might impact negatively on our good business name.✓ We would appreciate a prompt response to solve this problem.✓

CONCLUSION: We thank you in advance for your cooperation.✓✓
(Any relevant goodwill closing is acceptable.)

Yours faithfully

K. Segwaba*(sign)

KABELO SEGWABA*
ENVIRONMENTAL ENGINEER*

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MARK ALLOCATION: CONTENT	
The *introductory paragraph* must begin with a goodwill sentence. The student must also mention the main problem that Enviro SA is faced with, and the date when the substandard goods were received.	3
The body of the letter must contain information about: • The main problems with the consignment • The negative effects that the wrong consignment has caused • An expected response or action • The quote number and requisition form number must be quoted. (This can feature anywhere in the letter.)	18
The closing paragraph should request that immediate attention is paid to the problem and end with a goodwill sentence. Candidates should not attack, threaten or disparage the company at fault.	2
MARK ALLOCATION: LANGUAGE	
Deduct marks for spelling, poor grammar and punctuation errors. The letter needs to be written in a formal register with an objective tone.	6
MARK ALLOCATION: FORMAT *	
Minus one mark for *each* incorrect point/heading up to a total of 6 marks.	6
TOTAL	**35**

[35]

QUESTION 6: MINUTES OF A MEETING

MINUTES OF THE MONTHLY GENERAL MEETING HELD ON 31 JULY 2019✓ IN THE CONFERENCE CENTRE AT 8:30✓ (UPPERCASE*)

1. ATTENDANCE REGISTER*
Attendance register circulated, all present signed/mention how many members were present.✓

2. APOLOGIES*
None/mention names of those who offered their apologies.✓

3. OPENING AND WELCOME*
The chairperson opened and welcomed everyone present.✓

4. MINUTES OF THE PREVIOUS MEETING*
Were circulated, read, approved and signed.✓

5. MATTERS ARISING*

5.1 WATER-FILTRATION SYSTEM AT OSMOSIS MINING IN SALDANHA BAY*
Candidates should mention:

- Feedback provided by Mr Bruce✓
- Well-water filtration, water reuse, drip-emitter protection, leaching pads, source water screening, straining and filtering✓
- An economical solution for clean-up of overflows contaminated with inorganic particulates✓

5.2 PRESENTATION AT PINELANDS MINING*
Candidates should mention:
Feedback provided by Mr Segwaba✓
(Any TWO points that are relevant to the presentation, e.g. the pie chart statistics (QUESTION 4) or if they mentioned that the presentation went well and all involved showed interest)✓✓

6. NEW BUSINESS*

6.1 SEAWATER DESALINATION*
Candidates should mention:

- Mr Arnolds discussed the issue.✓
- Seawater contains large quantities of valuable minerals, some scarce and expensive.✓
- Seawater mining has become an attractive option due to rapid population growth.
- Should be looked into. More information is required and Mr Arnolds will give feedback at the next meeting.✓

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6.2 NEW PROCEDURES WITHIN THE INDUSTRY.*

Candidates should mention:

- Mr Segwaba discussed issues.✓
  (Candidates can use own ideas, but must relate to procedural issues within the industry such as administration, requisition forms, etc.)✓

7. GENERAL*

None/or candidates can include a general item.✓

8. DATE OF NEXT MEETING*

Set for end of August 2019.✓

9. CLOSURE*

The chairperson thanked everyone present and the meeting was closed (approximately) 9:30.✓

CHAIRPERSON:*

_____

SECRETARY:*

_____

DATE:*

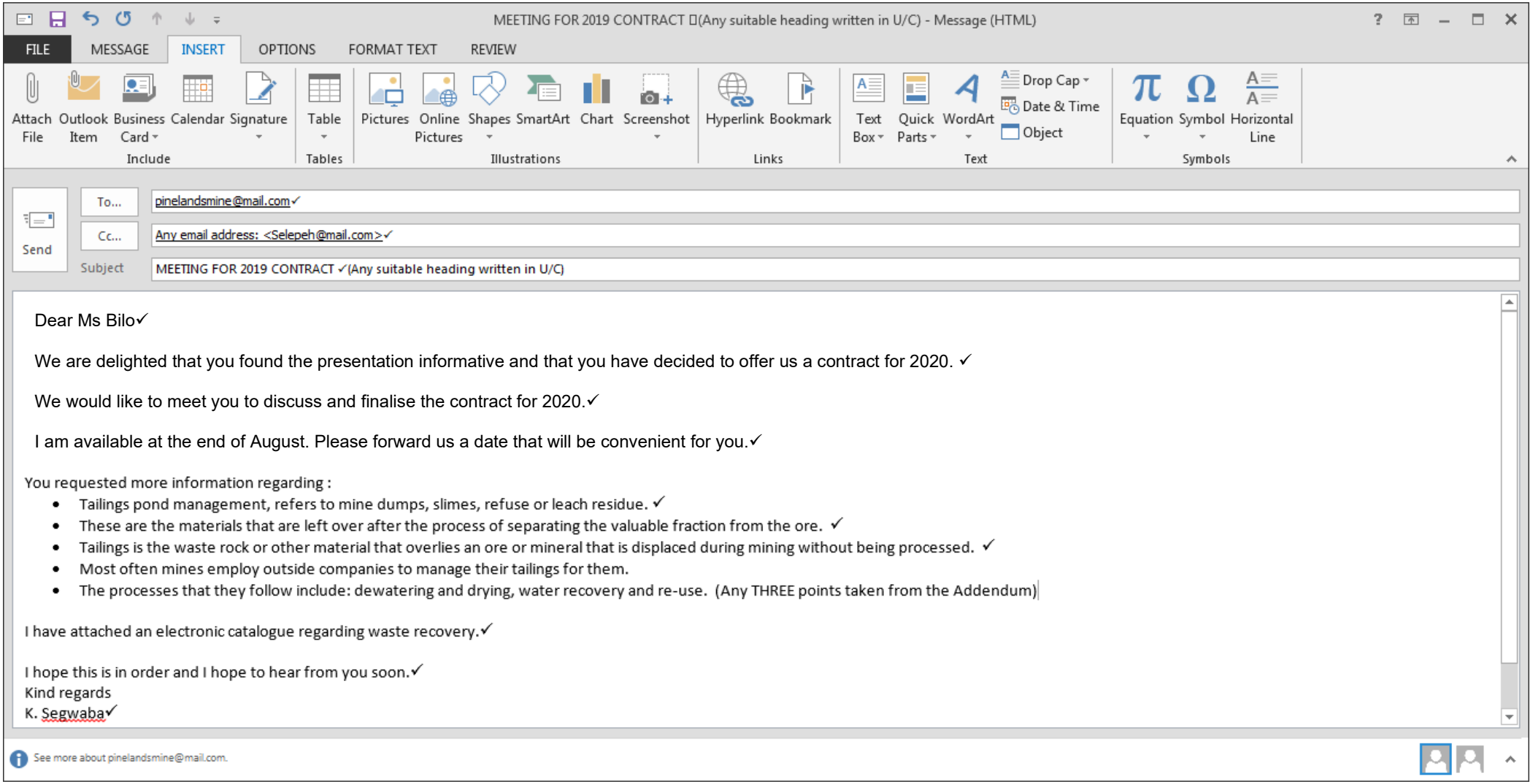
_____

(Not to be signed or filled in otherwise minus THREE marks from format.)

MARK ALLOCATION		
Content	Award one mark for each correct point. Markers to use their discretion on awarding marks under Matters Arising and New Business.	20
Language	Deduct marks for spelling, poor grammar and punctuation errors.	5
Format*	Minus one mark for each incorrect point up to a total of 10 marks.	10
		35

[35]

QUESTION 7: E MAIL



MARK ALLOCATION	
Content	13
Language	2
TOTAL	**15**

[15]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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