higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N130(**E**)(N12)H
NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

COMMUNICATION N4
(First Paper)

(5140344)

12 November 2014 (X-Paper)
09:00–12:00

OPEN-BOOK EXAMINATION

TWO dictionaries and TWO additional reference works are allowed.

NO electronic dictionaries may be used.

This question paper consists of 4 pages and 3 addenda.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
COMMUNICATION N4
(First Paper)
TIME: 3 HOURS
MARKS: 100

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. Start each question on a NEW page.
5. Read and interpret the questions against the given background and use ALL available information.
6. Write neatly and legibly.

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BACKGROUND INFORMATION

You are the secretary of your campus SRC. You were attracted by the picture and the heading of the text 'Get A Tattoo – If You Don't Want A Career'. Read this text, ADDENDUM A (attached) in order to be able to answer the questions.

QUESTION 1: SUMMARY

Source out TEN facts about tattoos in the text. Write those facts as a summary. Use numbers or bullets to mark your sentences. Your sentences should not be longer than TWO lines. The length of your summary should not be more than half a page. Supply your own heading, your heading should be different from the one used in the text, write it in capital letters.

Content: 12
Layout: 3
Language: 5

[20]

QUESTION 2: A LETTER OF COMPLAINT

You are an SRC member and secretary at your college. After reading the text, you decided to write to the Minister of Higher Education, in Pretoria, Private Bag X201, to complain about the facts in the text which you find unfair to young people like yourself. State why you find it unfair. Suggest what should be done. Your paragraph should be about the article you read and where and when it appeared. State your case in the second paragraph. Your last paragraph should be of goodwill, ONE line. Your whole letter should be on one page only. Use your college address.

Content: 12
Layout: 3
Language: 5

[20]

QUESTION 3: MEMORANDUM

Write a memorandum to students at your college. Inform them about the article you read about tattoos. Inform them further about a person you invited to speak about the controversy of tattoos. Give a reason why you want them to know about this. State the time, venue and date of that meeting. Your message should be in a paragraph form. Make use of a form supplied as ADDENDUM B (attached).

Content: 10
Layout: 3
Language: 2

[15]

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QUESTION 4: FACSIMILE

The secretary of the Minister of Higher Education wants you to supply them with information about your college: your province, name of college, name of CEO, your campus, campus location, campus manager and contact details of your campus. Use the fax form supplied as ADDENDUM C (attached) to write a fax to the secretary. Your message should be in a paragraph form.

Content: 10
Layout: 3
Language: 2

[15]

QUESTION 5: PROGRESS REPORT

You are preparing for the guest to speak on tattoos. Compile a progress report for the campus manager providing information on the purpose of the report; the work already done, work currently being done and work that still has to be done. In each case name people responsible and give the dates the tasks must be completed. Report on work currently being done and state problems experienced.

Content: 20
Layout: 7
Language: 3

[30]

TOTAL: 100

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Get A Tattoo – If You Don't Want A Career

A YOUTHFUL, spur-of-the moment decision to get a tattoo can damage people's career prospects for life, a study has found.

Research presented to the British Sociological Association found that no matter how intelligent and articulate job applicants are, if they have a visible tattoo, most would-be employers will secretly rule them out as looking 'dirty' and 'unsavoury'.

Even employers who do not have a personal objection to body art will think twice about taking on someone with a tattoo because they fear it could damage their corporate image.

But the study adds that those stuck with a tattoo from youth could turn it to their advantage as long as they want to become a prison officer.

And it concludes that a small number of types of tattoo can be seen as conveying a positive image, such as regimental insignia for military veterans.



IN YOUR FACE: New research has shown that visible tattoos can be a deal breaker in a job interview Picture: REUTERS

In a paper being presented to the association's annual conference on workplace issues, Dr Andrew Timming of St Andrew's University School of Management set out findings from a series of interviews with employers about perceptions of body art.

He spoke to a cross section of managers from organisations including a hotel, bank, city council, prison, university and book seller.

Most said that tattoos carried a clear 'stigma' for employers, with several expressing strong views on the subject.

'It was surmised that customers might project a negative service experience based on stereotypes that tattooed people are thugs and druggies', said Timming.

One male manager interviewed said: 'Tattoos are the first thing they [fellow recruiters] talk about when the person has gone out of the door.' A woman added: 'They make a person look dirty.'

Timming said bosses concerns were usually based on perceptions of what their organisation's clients might think.

'Hiring managers realise that, ultimately, it does not matter what they think of tattoos – what really matters, instead, is how customers might perceive employees with visible tattoos,' he said.

"The one qualification to this argument is there are certain industries in which tattoos may be a desirable characteristic in a job interview, for example, an HR manager at a prison.

But he added that some images were easier for employers to forgive than others.

In many cases flowers or small animals might just be acceptable for some, whereas those most likely to prove a definite turn-off included spider's webs on people's necks, tears tattooed on their faces, guns and sexual imagery. –

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Please turn over

ADDENDUM B

QUESTION 3: MEMORANDUM

MEMORANDUM

To: _____ From: _____

Date: _____ Ext: _____

SUBJECT: _____

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ADDENDUM C

QUESTION 4: FACSIMILE

EXAMINATION NUMBER

FAX COVER PAGE

TO :_____

FAX NO :_____

COMPANY :_____

FROM :_____

DATE :_____

SUBJECT :_____

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