higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4
(First Paper)

13 NOVEMBER 2019

This marking guideline consists of 8 pages.

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QUESTION 1: PRÉCIS

- Being aware of the things that could have a negative effect on the outcome of an interview is an advantage/positive thing.
- Being called for an interview might make one feel that you already got the job.
- Due to the competition, one needs to prepare well for the interview.
- Research the company beforehand.
- Do not arrive late. Determine the location beforehand and arrive earlier.
- Do not dress inappropriately. If unsure of the company's dress code, dress formally.
- Do not give a negative report of your previous employer.
- Do not lie about your past experiences and qualifications.
- Switch off your phone during the interview. A ringing phone is a distraction that can cost you.
- Settle for a glass of water to avoid anything that can cause a mess.
- Be prepared to handle situations where you are required to demonstrate your ability to deal with various situations. Rehearse your responses in advance.
- How you have handled real life situations will also come in handy.
- Be confident and add humour so you stand out from the crowd.

CONTENT	Any 10 important points from the given list	10
LANGUAGE	Own words and correct grammar, spelling and punctuation	2
COHERENCE	In point form as per instruction	1
HEADING	Suitable to content	1
WORDS	95-100 words indicated below the passage	1

[15]

QUESTION 2: LETTER OF INVITATION

PHAMBILI INDEPENDENT COLLEGE*

Telephone: 10 digits, no cellphones* Any address*
Fax: 10 digits* Any city*
Email: Any email address* Code*

Date in September – October 2019*

Mr Kabelo Moloko*
Moloko Global Placements*
Any address*
City*
Any code*

Dear Sir*

INVITATION TO ACT AS A GUEST SPEAKER*

Paragraph 1: Create goodwill./Explain why specifically his company was invited.✓

Other paragraphs:

Provide information about the occasion – Career Week✓
Thursday 25 October 2019✓
At 10:00 in the College Hall✓
Give information about the audience – students✓
Give the topic – What employers are looking for✓
Length of speech – 25 minutes✓ with 10 minutes for questions✓
Provision of support material – Projector/Travelling and other expenses (optional)
CV for introduction and part of marketing – or any relevant reason (optional)
(Accept only one from the optional list as relevant to a letter of invitation.)✓

Closing paragraph: Express goodwill.✓

Yours faithfully*

Signature*

INITIAL AND SURNAME*
DESIGNATION*

CONTENT✓			10
LANGUAGE	Perfect with no errors	5	5
	Good with one to two errors	4	
	Average language	3	
	Too many errors	2	
	Extremely bad language	1	
FORMAT*	-1 for every error		5

[20]

QUESTION 3: **NOTICE AND AGENDA OF A WEEKLY GENERAL MEETING**

PHAMBILI INDEPENDENT COLLEGE

Telephone: 10 digits, no cellphones* Any address*
Fax: 10 digits* Any city*
Email: Any email address* Code*

4 October 2019

Dear Member

NOTICE OF A MEETING

Please note that the next weekly general meeting will be held in the boardroom✓ at any address✓ on Tuesday 7 October 2019✓ at 14:00.✓

Minutes of the meeting held on 30 September 2019✓ are attached.

Yours faithfully*

Signature*

INITIAL AND SURNAME*
MANAGER*

AGENDA

1. Attendance register*
2. Apologies*
3. Opening and welcome*
4. Minutes of the previous meeting*
5. Matters arising*
   5.1 Letter to Moloko Global Placements✓
6. New business*
   6.1 Amendment to SRC policy✓
   6.2 Closing function for exiting N6 students✓
7. Date of next meeting*
8. Closure*

CONTENT✓			8
LANGUAGE	No errors	4	4
	One or two errors	3	
	Average	2	
	Weak	1	
FORMAT*	-1 per error		3

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QUESTION 4: EMAIL

To: Any email address*
Cc: Create email address for Ms Lillian Lloyd*
Bcc: Optional no mark
Subject: Response to your invitation*

Dear any name*

Thank you for the kind invitation✓ to address your students during the Career Week.✓ I am unable to attend✓ due to a prior engagement,✓ but I am sending Ms Lillian Lloyd,✓ the company's personnel manager✓ to represent the company.✓ She is highly experienced in recruitment.✓

I hope … any goodwill line✓

Regards*

Kabelo Moloko✓

CONTENT✓			10
LANGUAGE	No errors	5	5
	One or two errors	4	
	Average	3	
	Many errors	2	
	Weak	1	
FORMAT*	-1 per error		5

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QUESTION 5: COVER LETTER AND CURRICULUM VITAE

COVER LETTER

Any physical address*
Any city*
Code*

Any date in full*

The human resources manager*
Phambili Independent College*
Any address
Any city*
Code*

Dear Sir/Madam*

APPLICATION FOR POSITION AS LIAISON OFFICER

Paragraph 1: Repeat position.✓ Website where the post was advertised✓ Date of advertisement✓

Other paragraphs:

Why you are interested in the position✓
Subjects – Marketing Communication N6✓ and Sales Management N6✓
Personal qualities (motivate yourself fully)✓✓
Enclosed documents – curriculum vitae✓ and one other✓

Contact number and availability for interview purposes✓

Goodwill line✓

Yours faithfully*

Signature*

PATRICIA POTE*

CONTENT✓			12
LANGUAGE	No errors	3	3
	Minimal errors	2	
	Weak	1	
FORMAT*	-1 per error		3

CURRICULUM VITAE

1. PERSONAL INFORMATION*

Name:	Patricia Pote✓
Address:	Any address
Town/City:	City✓
Cellphone number:	10 digit number✓
Identity number:	13 digit number✓
Marital status:	Optional
Health:	Excellent
Languages:	More than one
Driver's licence:	Code

2. EDUCATIONAL BACKGROUND*

College*
Year: any year

Subjects*
Marketing Communication N6✓
Sales Management N6✓
And any others

School*
Where
When
Subjects (accept a list)✓

3. EXPERIENCE*

Accept any responsibilities in school and college as experience.

4. INTERESTS AND HOBBIES*

Any, but preferable those that relate to the job on offer

5. REFERENCES*

Name✓
Position
Place
Contact numbers

CONTENT✓	Name, address, cellphone, identity, two college subjects, high school subjects, reference name	8
LANGUAGE	Grammar, punctuation, spelling	2
FORMAT*	-1 per error	2

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	CONTENT	FORMAT	LANGUAGE	TOTAL
Cover letter	12	3	3	18
CV	8	2	2	12
TOTAL :	**20**	**5**	**5**	**30**

[30]

TOTAL: 100

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