higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N170**(E)**(J14)H
JUNE EXAMINATION

NATIONAL CERTIFICATE

COMMUNICATION N5
(First Paper)

(5140395)

14 June 2016 (X-Paper)
09:00–12:00

This question paper consists of 5 pages.

GENERAL STUDIES

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
COMMUNICATION N5
(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. Write neatly and legibly.

BACKGROUND

The College address is:

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QUESTION 1: LETTER TO THE EDITOR

Your company has had problems with regard to customer service. Some employees have been rude and unhelpful to customers on a number of occasions, thus inconveniencing the clients. One of the clients decided to send a seriously damaging story about the matter to the local newspaper.

Write a letter to the editor, explaining the situation from your employer's point of view. Use a suitable pseudonym for publication to protect your company against possible antagonism from employees.

LAYOUT	CONTENT	LANGUAGE
5	14	6

[25]

QUESTION 2: SIMPLE DISPLAY ADVERT

The services of one of the cashiers who was found guilty of the allegations made by customers, was terminated.

Draft a display advert to advertise the vacancy of a cashier which will be posted in the local newspaper.

LAYOUT	CONTENT	LANGUAGE
4	8	3

[15]

QUESTION 3: REPLY TO AN UNSUCCESSFUL APPLICANT

A pool of applicants developed an interest in the advertised post, but only one candidate was selected for this position. Unfortunately Ms Thato Semenya was one of the unsuccessful applicants. Mr LL Rosouw requests you to write Thato this letter and inform her of the outcome.

Write this letter of reply to the unsuccessful applicant on behalf of Mr Rosouw.

LAYOUT	CONTENT	LANGUAGE
4	10	6

[20]

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QUESTION 4: FORMAL INVITATION

The general manager, Mr Rosouw, wants to invite clients to a cheese and wine party to be held on 25 August 2015, at the shop, at 18:00.

Design the formal invitation and send it to ALL identified clients. Leave a space for individual names to be filled in.

LAYOUT	CONTENT	LANGUAGE
2	5	3

[10]

QUESTION 5: DECLINING A FORMAL INVITATION

Mr and Mrs Ngcobo have been invited to the cheese and wine party. Unfortunately they are unable to honour the invitation because they have a prior arrangement.

Write their decline of the invitation received.

LAYOUT	CONTENT	LANGUAGE
2	5	3

[10]

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QUESTION 6: QUESTIONNAIRE

Mr Rosouw requests you to compile a questionnaire that customers will be required to complete. The purpose of this questionnaire is to determine the needs of customers in order for the management to be responsive to these needs in trying to improve customer service.

You wish to determine the following:

- Whether the service offered to them is up to their expectation and to the value of their money
- If No, what do they suggest the company to improve on?
- Staff friendliness and efficiency
- In case of a complaint, which communication channel do they prefer to use to remain anonymous?

Kindly request customers to mention any member of staff who they consider to have provided excellent service. Customers should also be given the opportunity to make suggestions on how the company can improve its customer service.

Design a suitable letterhead and include a paragraph explaining the need for the questionnaire, as well as how it should be completed. Instructions and questions should be clear and unambiguous so that the questionnaire will be quick and easy to answer.

Compile this questionnaire that ALL customers would be requested to complete. Make use of at least TWO types of questions.

LAYOUT	CONTENT	LANGUAGE
4	12	4

[20]

TOTAL: 100

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