higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

COMMUNICATION N5
(First Paper)

29 NOVEMBER 2016

This marking guideline consists of 7 pages.

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QUESTION 1: APPLICATION FOR A VACANT POST

Street or Box address
CITY
Code

Date before (20 September 2015)

Mr JD Fourie*
Personnel Manager*
Toyota*

Box 15*
Standerton*
1095*

Dear Mr. Fourie*

APPLICATION FOR A POSITION (*ANY SUITABLE HEADING*)

Par. 1
- Mention position applying for✓
- Mention the newspaper – Daily Sun✓ – and the publishing date✓

Par. 2
- Mention attached cv✓

Par. 3
- Mention studies in the course✓
- Mention studies successfully completed✓

Par. 4
- Mention experience gained✓ and industry where it was gained✓

Par. 5
- Any closing sentence to promote goodwill✓✓

Yours faithfully*
Signature*
Name*

MARK ALLOCATION	
Layout	4
Content	10
Language	6
TOTAL	**20**

[20]

QUESTION 2: SUMMARY

The summary must consist of TWO sections/columns.

The total number of words used in both columns MUST be indicated at the end of column B and must not exceed 100 words.

Column A: (*Suitable heading*)
Any EIGHT of the positive points of the Etios as given on addendum A.

Column B: (*Suitable heading*)
Any THREE of the negative points of the Etios as given on addendum A.

(Number of words used and must not be more than 100)

MARK ALLOCATION	
Layout	3
Content: Column A	4 (8 × ½)
Content: Column B	3 (3 × 1)
Language	5
TOTAL	**15**

[15]

QUESTION 3: NOTICE AND AGENDA OF A WEEKY MEETING IN A MEMO FORMAT

COMPANY LETTERHEAD

MEMORANDUM

TO: Marketing managers*

FROM: Noguera, A*

DATE: Any date before 9 October 2015 (*date in full*)

Subject: Weekly meeting

Please note that the next weekly✓ meeting for the marketing managers✓ of Toyota✓ will be held in the boardroom✓ on Tuesday,✓ 9 October 2015✓at 12:00.✓

The minutes of the meeting held on … (date) are attached.✓

Agenda:*

1. Attendance register✓

2. Apologies✓

3. Opening and Welcome✓

4. Minutes of the meeting held on (*give a date about one week prior*)✓

5. Matters arising✓

6. New Matters✓

    6.1 Marketing Strategy for Etios ✓
    6.2 Marketing budget✓
    6.3 Opening of new Piet Retief plant✓
    6.4 SPCA donation✓

7. General✓

8. Date of next meeting✓

9. Closure✓

MARK ALLOCATION	
Layout	6
Content	10
Language	4
TOTAL	**20**

[20]

QUESTION 4: PROGRESS REPORT

Toyota Limited*

Suitable subject*

1. Background*

   I would like to report on the arrangements being made regarding the luncheon✓ to be held on 30 October 2015 at which the Etios will be introduced to a group of journalists✓ and selected prospective buyers. You requested me to submit a progress report not later than 20 October 2015.✓

2. Purpose of the report*

   The purpose of this report is to submit an account of the tasks that have already been completed,✓ those that are currently being attended to, and those that will be attended to in due course.✓

3. Tasks completed*

   3.1 Invitations to reporters*

   Invitations were sent to 16 reporters of whom 13 accepted and to 10 selected prospective buyers of whom 8 accepted.✓

   3.2 Venue arrangements*

   The function will be held in the Toyota conference hall✓. Arrangements have been made for 25 tables, a public sound system, press kits and flowers.✓

   3.3 Toyota representatives*

   Four Toyota representatives will be available to answer the reporters' and prospective buyers' questions.✓

   They are:

   - Mr. Molewa – Chief design engineer
   - Ms. Semenya – Production analyst ✓
   - Mr. Khumalo – Public relations officer
   - Mr. Brown – Managing director

4. Tasks currently being attended to

I have scheduled a meeting with the cafeteria chef✓ for the 15 October 2015✓ to decide between a three course meal and a buffet lunch.✓

5. Incomplete tasks*

5.1 TV Advertisement*
We are currently still awaiting the TV advert which is being made on the Etios.✓ The deadline for this advert is the 28 October 2015.✓ I think it is a good idea to show the reporters the advertisement at the luncheon.✓

5.2 Inspecting vehicles*
I still have to organise for three Etios models✓ to be on display to enable the reporters to inspect this car first hand.✓

Compiled by:*

Signature:*

Secretary:*

MARK ALLOCATION	
Layout	3
Content	18
Language	4
TOTAL	**25**

[25]

QUESTION 5: QUESTIONNARE

Company letterhead*

Salutation (*Any suitable*)

Purpose of the questionnaire✓✓✓
Request of answering questions✓

Instructions on how to answer questions*

Four relevant questions asked using the two types of questions e.g. closed questions and open-ended questions.✓✓✓✓

Place your completed form in the box provided.✓

Thank you for your cooperation✓ (*or any other form*)

Signed*

Date*

MARK ALLOCATION	
Layout	5
Content	10
Language	5
TOTAL	**20**

[20]

TOTAL: 100

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