higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N160**(E)**(N29)H
NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

COMMUNICATION N5
(First Paper)

(5140395)

29 November 2016 (X-Paper)
09:00–12:00

OPEN BOOK. TWO dictionaries and TWO additional reference works are allowed.

This question paper consists of 6 pages and 2 addenda.

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.

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QUESTION 1: APPLICATION FOR A VACANT POST

BACKGROUND

You have successfully completed the management assistant course at your college. A classified advertisement in the Daily Sun attracts your attention. Because you have also gained experience as a cashier at Toyota during the college holidays you decide to apply for the position that is advertised.

Secretary: Required for administrative tasks
Experience in the motor trade will be an added advantage

Salary: Negotiable

Contact Person: Mr JD Fourie, Personnel manager, Toyota,
PO Box 15, Standerton, 1095

Closing date: 20 September 2015

Write the letter of application for the position of secretary.

Include the following information:

- The relevant information about your studies at the college.
- Any other qualifications that you may have.
- The experience that you have gained.

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

[20]

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QUESTION 2: SUMMARY

Your application for the position at Toyota was successful. You have been appointed as the secretary to Mr B Noguera, the production manager.

The latest motor car to be manufactured by Toyota is the Etios. Toyota offered Drive magazine the opportunity to keep one of these cars until it had completed 30 000 km. Drive magazine would then have to publish an article about the car.

Read the article about the car on ADDENDUM A (attached).

Mr. Noguera asked you to summarise both the positive and negative comments that Drive magazine made about the Etios.

Draw a table with two columns and supply each column with an appropriate heading.

- In COLUMN A list EIGHT positive points about the car from the article.
- In COLUMN B list THREE negative points about the car from the article.

Do not use more than 100 words in total and indicate the number of words used at the end of your summary.

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 WEEKLY MEETING IN MEMO FORMAT

Although the Etios received a favourable review in Drive magazine, it is still necessary to decide on a marketing strategy for this car. Mr. Noguera wants to include this as one of the discussion points at the next weekly meeting with the marketing managers of the company, to be held in the boardroom at 12:00 on Tuesday, 9 October 2015.

Other points to be discussed at this meeting are the marketing budget, the opening of a new manufacturing plant at Piet Retief and a donation to the local SPCA.

Write the notice and agenda of this meeting which is to be signed by Mr. Noguera.

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

[20]

GENERAL STUDIES

QUESTION 4: PROGRESS REPORT

One of the marketing strategies decided upon at the weekly meeting was to introduce the Etios to a group of journalists and selected prospective buyers at a luncheon to be held on 30 October 2015. Your manager asks you to organise this function and to submit a progress report to him no later than 20 October 2015.

Use ADDENDUM B and compile the progress report by making use of the following headings:

1. Terms of reference

2. Purpose of report

3. Tasks completed

    3.1 Invitations to reporters and prospective customers

    3.2 Venue arrangements

    3.3 Toyota representatives

4. Tasks currently being attended to

    4.1 Menu

6. Incomplete tasks

7. Inspecting vehicles

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

[25]

GENERAL STUDIES

QUESTION 5: QUESTIONNARE

Mr. Noguera has asked you to compile a questionnaire to be completed by the journalists and prospective customers attending the luncheon.

The purpose of the questionnaire is to determine their opinions of the following:

- Whether they regard this car as affordable to the middle class.
- The speed of the car.
- The interior and exterior of the car.
- How they would like the car to be advertised.

They should also be given the opportunity to make individual suggestions on how they could contribute to improving the future production of the car.

Design a suitable letterhead and include a paragraph that explains 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 journalists and prospective buyers would be requested to complete.
Make use of at least TWO types of questions.

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

[20]

TOTAL: 100

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ADDENDUM A

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A model of efficiency – that is Drive's verdict on the Toyota Etios 180SE.

We have found the Etios, a spacious, four-door saloon, to have given excellent service in the eight or so months it has been in the magazine's fleet. In fact, so impressed are we by the vehicle's reliability that we have asked Toyota to extend the Etios' time with us.

The company has agreed to allow us to keep it until it registers 30 000 km – which will rate it amongst the longest serving test vehicles in Drive's history. The only problem to afflict the car until now has been a flat battery, which manifested itself at the beginning of the cold weather. The unit is likely to be replaced at the vehicle's first service, which is imminent.

Apart from fuel fill-ups and one litre of oil, it has required no maintenance or repair. Squeaks and rattles in the front doors and windows, which made themselves apparent at around the 10 000 km mark and gave rise to questions about build quality, have been cured by careful cleaning and by lubricating strategic points.

All fittings have remained intact, with no bits and pieces falling off from either interior or exterior. Regular cleaning has maintained the lustre of the paint work though the deposit of sealant of sorts which leaked onto the windscreen when the car was parked in an underground basement over a weekend has left a minor etch mark on the glass. The upholstery has stood up well to the treatment it has received at the hands of numerous children who have been carted hither and thither in the vehicle. Of practical design, it shows little dirt and is easy to clean.

Another appealing point about the Etios is that its modern styling and space-enhancing cab attracts attention – yet the car is not so common on our roads so as to be instantly recognisable. More than one passenger or passerby has asked whether the vehicle is a new import and is surprised to find that it is manufactured in South Africa.

Though the Etios is not a high performance car, it is quick and nimble enough to hold its own against sportily-styled vehicles, with road holding and chassis dynamics coping well during high speed driving and cornering.

Easy to drive and with impeccable road manners, the Etios is spacious enough to carry two adults, three children and their luggage from Johannesburg to Cape Town without one complaint about being cramped – at the same time completing the journey in above average time and yet returning fuel consumption figures of just below the 10 litre/100 km mark.

GENERAL STUDIES

ADDENDUM B

Tasks completed

Invitations sent:	16 reporters were invited, 13 accepted and 10 were selected. Prospective buyers of which 8 accepted.
Venue:	Toyota conference hall Arrangements made for 25 tables, sound system, press kits and flowers.
Availability:	4 Toyota reps to answer reporters' questions namely: Chief design engineer – Mr. Molewa Production analyst – Ms. Semenya Public relations officer – Mr. Khumalo Managing Director – Mr. Brown

Tasks currently being attended to

Menu:	Meeting on 15 October with cafeteria chef Decision between a three-course meal and a buffet lunch?

Incomplete tasks

TV advertisement:	It is being produced. The deadline is 28/10/2015 To show reporters at the function.
Organise:	3 Etios models for reporters and prospective buyers to inspect.

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