



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

**NATIONAL CERTIFICATE
COMPUTER PRACTICE N4**

19 May 2021

This marking guideline consists of 18 pages.

SECTION A: THEORY**QUESTION 1: COMPUTING CONCEPTS AND APPLICATION SKILLS**

1.1	1.1.1	False	
	1.1.2	True	
	1.1.3	False	
	1.1.4	True	
	1.1.5	False	(5)

1.2	1.2.1	Central processing unit	
	1.2.2	Random access memory	
	1.2.3	Hard drive disk	
	1.2.4	Mega byte	
	1.2.5	Operating system	(5)
			[10]

QUESTION 2: NETWORKING AND COMMUNICATION SKILLS

2.1	C		
2.2	I		
2.3	G		
2.4	B		
2.5	A		
2.6	E		
2.7	F		
			(7 × 2) [14]

QUESTION 3: DATA INFORMATION MANAGEMENT AND COMPUTATIONAL THINKING

3.1	Computational thinking allows us to approach a complex problem, understand the problem and develop possible solutions. (2 marks, accept relevant answer in correct context of the question)	(2)
3.2	<ul style="list-style-type: none"> • Decomposition • Pattern recognition • Abstraction • Algorithms 	(4)
3.3	<ul style="list-style-type: none"> • Calendar sharing • File sharing • Video conferencing • Document synchronising • Instant messaging • Whiteboards • Cloud storage 	(Any 4 × 1) (4)

3.4 An online journal is used to post information and then have readers comment on those posts
(2 marks, accept relevant answer in correct context of the question) (2)

3.5

- WordPress
- Wix
- Weebly
- Tumblr
- Joomla
- Medium
- Google blogger
- Network solutions
- Big commerce

(Any 2 × 1) (2)

3.6

ADVANTAGES	DISADVANTAGES
Very quick and easy to use	It be time consuming to write new content or reply to comments
You can write on any topic that interests you	Personal blogs can be biased as they represent the views of one person
You can add new posts easily	No one might read your posts
People can leave comments on your posts	People may leave inappropriate comments
You can gain influence as your blog becomes more popular and helps or inspires others	Poorly written content can give one a bad reputation
Excellent marketing and branding tool for businesses that helps support business growth	It may be time consuming to find blogs worth reading
Low or no-cost marketing tool	Some blog platforms are not for free

(Any ONE advantage and any ONE disadvantage)

(2)
[16]

QUESTION 4: INTERNET AND COMMUNICATION SKILLS

4.1 D
4.2 A
4.3 D
4.4 B
4.5 C

(5 × 2) **[10]**

QUESTION 5: DIGITAL CITIZENSHIP

5.1 Because she spends most of her time online, she has become anti-social and that has caused a lot of strain on her relationships.
(2 marks, accept relevant answer in correct context of the question) (2)

5.2 Identity theft/information theft/phishing ✓

- Protect one's sensitive information ✓
- Protect one's username and password
- Use strong password that will be difficult to hack

(1 mark for any 1 of the 3 cybercrimes)
(1 mark for any valid precaution)
(Accept any relevant answer in context of the question) (2)

5.3

POSITIVE IMPACT	NEGATIVE IMPACT
ICT helps with developing new treatment methods for Julia as well as her medication before she went completely deaf	Her hearing has deteriorated because of the use of headphones, which might have led to hearing loss

(2 marks for any positive impact)
(2 marks for any negative impact)
(Accept any relevant answer in context of the question) (4)

5.4 Julia can set up a work station with a desk and an ergonomic chair to support her back instead of slouching on the bed.
(2 marks, accept relevant answer in correct context of the question) (2)

[10]

TOTAL SECTION A: 60

INSTRUCTIONS TO MARKERS MARKING MANIPULATION AND ACCURACY IN SECTION B: WORD PROCESSING, SPREADSHEET AND PRESENTATION

The above-mentioned questions must be marked with a BLUE and RED pen.

BLUE is for manipulation/display and RED is for accuracy.

NOTES FOR MANIPULATION:

- Write every number as indicated on the marking guideline. Don't only indicate the incorrect number, all numbers must be written on all the candidates' PRINTOUTS.
- Write the numbers in more or less the same position as indicated in the marking guideline (this assists the internal moderator and chief marker when moderating).
- If a number for manipulation is incorrect, write the number with a cross next to it e.g. 5x or x5
- If a number for manipulation is correct, but a cross was already made next to the number, just encircle the number instead of using 'tippex' or scratching it out e.g.

5

- If the candidate handed in any other blank pages or pages not relevant for marking, do not draw a line across the page, just write 'NOTED' on the page.

NOTES FOR ACCURACY (indicate accuracy with an /):

- Every accuracy error must be indicated in RED pen. One mark per accuracy error is penalised. If the same word is repeatedly spelled incorrectly, only penalise ONCE. Encircle the repeated word if incorrect, but please do not double penalise for the same word.
- If two words are keyed in correctly but a letter space was omitted e.g. 'theman' instead of 'the man', don't penalise accuracy, penalise manipulation for letter spaces.
- If a word is keyed in incorrectly in UPPER CASE or lower case it is NOT an accuracy error. Manipulation is penalised for upper and lower case.
- Every word that is spelled incorrectly, whether in the same sentence or not, or in a case where a word was cut off, is marked as accuracy.
- Every word or sentence omitted/left out is penalised for accuracy, e.g. if the following sentence was left out: 'The cat climbed up the tree.' penalise 1 accuracy error for every word left out, even if the candidate forfeits all the accuracy marks. The candidate cannot be awarded accuracy marks if too much text was omitted.

SECTION B: PRACTICAL**QUESTION 6: WORD PROCESSING****QUESTION 6A**

ACCURACY:	7
MANIPULATION:	5
TOTAL:	12

ACCURACY ERRORS:		7
[QUESTION 6A] and [EXAMINATION NUMBER] not keyed in and/or incorrect	1	
All other text not keyed in and/or incorrect	6	

NO	MANIPULATION ERRORS:		5
1	[QUESTION 6A] not in capital letters left-aligned and [EXAMINATION NUMBER] not right-aligned as a header and/or incorrect		
2	Margins incorrect		
3	Alignment incorrect		
4	Line spacing incorrect		
5	Letter spaces incorrect		
6	Upper case/lower case incorrect		
7	Font and/or font size incorrect – Courier New 12 pt		
8	Paper orientation incorrect		
9	Any additional manipulation errors		

QUESTION 6A (CONTINUED)

QUESTION 6A 1 Header inserted
QUESTION 6A left Exam number right EXAMINATION NUMBER

2 Margins 2,54 cm/1"

So, what is digital marketing? 4 Line spacing

‡
Basically, digital marketing is marketing done online. Businesses control their online marketing presence through digital channels like Google search, social media, e-mail and their respective websites to reach current and prospective customers.

‡
Digital marketing is comparable to traditional marketing, but the difference is that digital marketing uses digital devices. Nevertheless, it is measured as a form of inbound marketing because its aim is for people to find one through:

- ‡
Content in the form of blogs or online press releases
Online adverts
Organic online search
Paid search

‡
The more people see the site or content frequently, the more familiar they will become with the brand. This will lead to one developing a relationship with one's customers online.

A	M	T
7	5	12

3	Alignment correct
5	Letter spaces correct
6	Upper case/lower case correct
7	Font and/or font size correct – Courier New 12 pt
8	Paper orientation (A4 portrait) correct
9	Any additional manipulation errors

(12)

QUESTION 6B

ACCURACY:	8
MANIPULATION:	25
TOTAL:	33

	ACCURACY ERRORS:		8
	All text in the table not keyed in and/or incorrect	5	
	All the text inserted at tab stops not keyed in and/or incorrect	3	

NO	MANIPULATION ERRORS:		25
1	[QUESTION 6A] not changed to [QUESTION 6B] in the header and/or incorrect		
2	Line spacing incorrect		
3	Upper case/lower case incorrect		
4	Letter spaces incorrect		
5	Font and/or font size incorrect – Courier New 12 pt		
6	Alignment incorrect		
7	Left-hand margin not changed to 3,81 cm/1,5" and/or incorrect		
8	[So, marketing?] not upper case, bold, centre and/or incorrect		
9	[done] in paragraph 1 not retained and/or incorrect		
10	[Basically ... prospective customers.] paragraph not copied and pasted where indicated and/or incorrect		
11	Table not inserted in correct position and/or incorrect		
12	[TYPES OF TRADITIONAL MARKETING] not inserted in upper case and/or incorrect		
13	[TYPES OF TRADITIONAL MARKETING] not bold, underline and centre and/or incorrect		
14	[Business cards ... Brochures] not inserted in table and/or incorrect		
15	Contents of table not right-aligned and/or incorrect		
16	Paragraphs not sorted numerically according to paragraph numbers and/or incorrect		
17	Page break not inserted in position indicated and/or incorrect		
18	Paragraph [The more ... customers online.] not indented left and right by 2,54 cm/1" and/or incorrect		
19	Paragraph not changed to two equal columns and/or incorrect		
20	Column break not inserted before the word, 'Google' and/or incorrect		
21	Text after column not changed back to 1 column and/or incorrect		
22	Text not inserted [Digital ... Twitter] and/or incorrect		
23	Left tab stops not inserted at 6,5 cm/2,56" and 11 cm/4,33" and/or incorrect		
24	Font not changed to Arial Narrow 10 pt and/or incorrect		
25	Page numbers not inserted top centre and/or incorrect		
26	Any additional manipulation errors		

QUESTION 6B (CONTINUED)

25 page no top centre

QUESTION 6B

1

EXAMINATION NUMBER

1 Changed to 6B

SO, WHAT IS DIGITAL MARKETING? 8 uc, bold, centre

7 left-hand margin changed

Basically, digital marketing is marketing done online. 9 stet 'done'
Businesses control their online marketing presence through digital channels like Google search, social media, e-mail and their respective websites to reach current and prospective customers.

‡

11 insert table

12 insert, upper case

13 bold, u/line, centre

TYPES OF TRADITIONAL MARKETING		
Business cards	Posters	Billboards
Ads in newspapers and magazines	Commercials on TV and radio	Brochures

14 insert text in table

15 text in table right-aligned

‡

‡

Digital marketing is comparable to traditional marketing, but the difference is that digital marketing uses digital devices. Nevertheless, it is measured as a form of inbound marketing because its aim is for people to find one through:

‡

1. Organic online search

‡

2. Online adverts

16 paragraphs sorted numerically according to paragraph numbers

‡

3. Paid search

‡

4. Content in the form of blogs or online press releases

26 any additional manipulation errors

17 page break

2	Line spacing correct
3	Upper case/lower case correct
4	Letter spaces correct
5	Font and/or font size correct – Courier New 12 pt
6	Alignment correct

QUESTION 6B (CONTINUED)

25 page no top centre

QUESTION 6B

2

EXAMINATION NUMBER

18 Paragraph indented
left and right 2,54 cm/1"

The more people see the site or content frequently, the more familiar they will become with the brand. This will lead to one developing a relationship with one's customers online.

10 Paragraph copied and pasted

Basically, digital marketing is marketing done online. Businesses control their online marketing presence through digital channels like

Digital advertisement
In-game advertising
Social media marketing

19 Paragraph changed to 2 columns

20 Column break at 'Google'

Google search, social media, e-mail and their respective websites to reach current and prospective customers.

21 changed to 1 column after last text

Method	Example
Ads in game	Brands or products
Social media channels	Facebook, Twitter

22 Text inserted correct

23 Left tab stops inserted at
6,5 cm/2,56"
11 cm/4,33"

24 Font changed to Arial Narrow 10 pt

A	M	T
8	25	33

(33)
[45]

QUESTION 7: SPREADSHEET**QUESTION 7A**

ACCURACY:	5
MANIPULATION:	5
TOTAL:	10

	ACCURACY ERRORS:		5
	Footer [EXAMINATION NUMBER] and [QUESTION 7A] not keyed in and/or incorrect	1	
	All other text not keyed in and/or incorrect	4	

NO	MANIPULATION ERRORS:		5
1	Upper case/lower case incorrect		
2	Rows not inserted and/or incorrect		
3	Letter spaces incorrect		
4	Column widths incorrect		
5	Format of figures incorrect		
6	[EXAMINATION NUMBER] not inserted left-aligned and [QUESTION 7A] not inserted right-aligned as a footer and/or incorrect		
7	Font and font size incorrect (Courier New 12 pt, Arial 10 pt or Calibri 11 pt)		
8	Spreadsheet not on ONE portrait page		

QUESTION 7A (CONTINUED)

WORLD OF DIGITAL MARKETING

2 open row

MARKETER SURNAME	MARKETER NAME	BRANCH	JANUARY SALES	JANUARY COMMISSION	FEBRUARY SALES	FEBRUARY COMMISSION
Andrews	John	Welkom	25000		18000	
De Wet	Sarel	Bloemfontein	32000		47000	
Govender	Berty	Durban	54000		39000	
Motaung	Alfred	Johannesburg	52000		33000	

- 1 Uc and lc correct
- 3 Letter spaces correct
- 4 Column widths correct
- 5 Figures formatted correct (no decimals)

- 7 Font and font size correct (CN 12 pt, Arial 10 pt or Calibri 11 pt)
- 8 Spreadsheet 1 portrait page

A	M	T
5	5	10

(10)

6 EXAM NUMBER left, QUESTION 7A right as footer

EXAMINATION NUMBER

QUESTION 7A

QUESTION 7B

ACCURACY:	4
MANIPULATION:	31
TOTAL:	35

ACCURACY ERRORS:			4
	[PERFORMANCE PER BRANCH] not keyed in and/or incorrect	1	
	[TOTAL COMMISSION] not keyed in and/or incorrect	1	
	[% OF COMMISSION] not keyed in and/or incorrect		
	[TOTAL] not keyed in and/or incorrect	1	
	[AVERAGE COMMISSION] not keyed in and/or incorrect		
	[HIGHEST COMMISSION] not keyed in and/or incorrect	1	
	[LOWEST TOTAL COMMISSION] not keyed in and/or incorrect		

NO	MANIPULATION ERRORS:		31
1	[QUESTION 7A] not changed to [QUESTION 7B] in the footer and/or incorrect		
2	Upper case/lower case incorrect		
3	Letter spaces incorrect		
4	Font and/or font size incorrect (Arial 10 pt, Calibri 11 pt or Courier New 12 pt acceptable)		
5	Landscape orientation, ONE page not used and/or incorrect		
6	Open rows not inserted and/or incorrect		
7	[WORLD OF DIGITAL MARKETING] not in capital letters, bold and Comic Sans 16 pt and/or incorrect		
8	[WORLD OF DIGITAL MARKETING] not merged and centred and/or incorrect		
9	[PERFORMANCE PER BRANCH] not inserted in capital letters and/or incorrect		
10	[PERFORMANCE PER BRANCH] not italics and underline and/or incorrect		
11	All column headings not bold and centre and/or incorrect		
12	[TOTAL COMMISSION] not inserted and/or incorrect		
13	[% OF COMMISSION] not inserted and/or incorrect		
14	[TOTAL] not inserted in capital letters and/or incorrect		
15	[TOTAL] not bold and/or incorrect		
16	[AVERAGE COMMISSION] not inserted and/or incorrect		
	[HIGHEST COMMISSION] not inserted and/or incorrect		
	[LOWEST TOTAL COMMISSION] not inserted and/or incorrect		
17	[AVERAGE COMMISSION] [HIGHEST COMMISSION] [LOWEST TOTAL COMMISSION] not capital letters and/or incorrect		
18	[AVERAGE COMMISSION] [HIGHEST COMMISSION] [LOWEST TOTAL COMMISSION] not bold and/or incorrect		

QUESTION 7B (CONTINUED)

NO	MANIPULATION ERRORS:		
19	Horizontal borders not inserted and/or incorrect		
20	Vertical borders not inserted and/or incorrect		
21	A: JANUARY COMMISSION: JANUARY SALES \times 8%, answer incorrect		
22	B: FEBRUARY COMMISSION: FEBRUARY SALES \times 10%, answer incorrect		
23	C: TOTAL COMMISSION: JANUARY COMMISSION + FEBRUARY COMMISSION, answer incorrect		
24	D: % OF COMMISSION, answer incorrect		
25	E: TOTAL: Column totals incorrect		
26	F: AVERAGE COMMISSION: Average of JANUARY COMMISSION, answer incorrect		
27	G: HIGHEST COMMISSION: Highest FEBRUARY COMMISSION, answer incorrect		
28	H: LOWEST TOTAL COMMISSION, answer incorrect		
29	Formulae not copied to other cells as indicated on spreadsheet and/or incorrect		
30	Monetary values not displayed as currency with 2 decimals and/or incorrect		
31	% OF COMMISSION not displayed as percentage with no decimal places and/or incorrect		
32	AVERAGE COMMISSION HIGHEST COMMISSION LOWEST TOTAL COMMISSION not integers and/or incorrect		
33	Column widths, cell addresses, no row and column headings and/or incorrect		
34	Any other manipulation errors		

QUESTION 7B (CONTINUED)

WORLD OF DIGITAL MARKETING

7 bold, Comic Sans 16 pt, uc
8 merged & centred

6 open row

PERFORMANCE PER BRANCH

9 insert text, uc

10 ital, u/line

11 bold, centre column headings

12 insert heading

13 insert heading

6 open row

MARKETER SURNAME	MARKETER NAME	BRANCH	JANUARY SALES	JANUARY COMMISSION	FEBRUARY SALES	FEBRUARY COMMISSION	TOTAL COMMISSION	% OF COMMISSION
Andrews	John	Welkom	R25,000.00	R2,000.00	R18,000.00	R1,800.00	R3,800.00	14%
De Wet	Sarel	Bloemfontein	R32,000.00	21 R2,560.00	R47,000.00	22 R4,700.00	23 R7,260.00	24 27%
Govender	Berty	Durban	R54,000.00	ans R4,320.00	R39,000.00	ans R3,900.00	ans R8,220.00	ans 31%
Motaung	Alfred	Johannesburg	R52,000.00	R4,160.00	R33,000.00	R3,300.00	R7,460.00	28%
TOTAL	14 insert, uc			R13,040.00	25 Totals	R13,700.00	R26,740.00	100%
	15 bold							

6 open row

AVERAGE COMMISSION

16 insert text

3260

26 Ave ans

31 percentage no decimals

HIGHEST COMMISSION

17 uc

4700

27 Max ans

LOWEST TOTAL COMMISSION

18 bold

3800

28 Min ans

32 AVE, HIGH, LOW integers, no decimals

2 Uc and lc

3 letter spaces

4 font consistent

5 landscape, 1 page

19 all horizontal borders

20 all vertical borders (outside borders with/without borders)

29 copy formulae

30 monetary values R with 2 decimals

33 column widths, cell addresses, no row and column headings

34 anv other manipulation errors

1 changed to 7B

A	M	T
4	31	35

EXAMINATION NUMBER

QUESTION 7B

(35)
[45]

QUESTION 8: PRESENTATION

ACCURACY:	5
MANIPULATION:	25
TOTAL:	30

	ACCURACY ERRORS:		5
	[EXAMINATION NUMBER] and [QUESTION 8] not keyed in and/or incorrect	1	
	[DIGITAL MARKETING], [ADVANTAGES ... MARKETING], [ADVANTAGES] not keyed in and/or incorrect	4	

NO	MANIPULATION ERRORS:		25
1	[EXAMINATION NUMBER] and [QUESTION 8] not inserted in footer and/or incorrect		
2	Upper case/lower case and letter spaces incorrect		
3	<i>Title</i> layout for slide 1 not used and/or incorrect		
4	<i>Title and content</i> layout for slide 2 not used and/or incorrect		
5	Theme of presentation not changed to 'FACET' and/or incorrect		
SLIDE 1:			
6	[DIGITAL MARKETING] not inserted in title in capital letters and/or incorrect		
7	[DIGITAL MARKETING] not Berlin Sans FB 40 pt and bold and/or incorrect		
8	[DIGITAL MARKETING] not left-aligned and/or incorrect		
9	[ADVANTAGES ... MARKETING] not inserted in sub-title in capital letters and/or incorrect		
10	[ADVANTAGES ... MARKETING] not Berlin Sans FB 18 pt and italics and/or incorrect		
11	[ADVANTAGES ... MARKETING] not centred and/or incorrect		
SLIDE 2:			
12	[ADVANTAGES] not inserted in title in capital letters and/or incorrect		
13	[ADVANTAGES] not in Berlin Sans FB 36 pt and bold and/or incorrect		
14	[ADVANTAGES] not centred and/or incorrect		
15	Text not copied and pasted from MARKETING Word file in slide 2 and/or incorrect		
16	Bullets not inserted and changed to solid round bullets and/or incorrect		
17	Text font not changed to Comic Sans 16 pt and/or incorrect		
18	Text not left-aligned and/or incorrect		
19	'businesses' not replaced with 'BUSINESSES' 5 times		
20	in upper case and/or incorrect		
21	Sentence [Get prepared for the 'Internet of things'] not deleted and/or incorrect		
22	Image not copied and pasted from MARKETING Word file in slide 2 and/or incorrect		
23	Image not moved to top left in slide 2 and/or incorrect		
24	Slides not printed as 1 slide on a new page and/or incorrect		
25	Any other additional manipulation errors		

6 Heading inserted in title, uc

7 Heading Berlin Sans FB 40 pt and bold
8 Heading left-aligned

DIGITAL MARKETING

ADVANTAGES OF DIGITAL MARKETING

9 [ADVANTAGES ... MARKETING]
inserted in sub-title, uc
10 Berlin Sans FB 18 pt, ital
11 centre

2 uc/lc, letter spaces
3 Title layout – slide 1

5 Theme - FACET

1 footer [EXAMINATION NUMBER] and [QUESTION 8]

EXAMINATION NUMBER QUESTION 8

22 Image copied and pasted from MARKETING Word file in slide 2
23 Image pasted top left in slide 2



ADVANTAGES

- Improved conversion rates for **BUSINESSES**
- Cost effective than traditional marketing in **BUSINESSES**
- Higher revenues for **BUSINESSES**
- Compete with large **BUSINESSES**
- Earn people's trust and build brand reputation
- Ensure online survival for **BUSINESSES**

19 The word 'businesses' replaced 5 times
20 'BUSINESSES' replaced in uc

21 sentence deleted

12 [ADVANTAGES] inserted in title box, uc
13 Berlin Sans FB 36 pt, bold
14 centre

15 Text copied from MARKETING Word file in slide 2
16 solid round bullets

17 change copied text to Comic Sans 16 pt
18 left-align copied text

4 Title and content layout – slide 2

24 slides printed as 1 slide on a new page
25 other additional manipulation errors

EXAMINATION NUMBER QUESTION B

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 180