higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4

(First paper)

(5140364)

5 October 2020 (X-paper)
09:00–12:00

OPEN-BOOK EXAMINATION

TWO dictionaries and TWO additional reference works are allowed.
No electronic dictionaries may be used.

This question paper consists of 5 pages and 3 addenda.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
MANAGEMENT COMMUNICATION N4
(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. Detach the ADDENDA, complete them and hand them in together with the ANSWER BOOK.

5. Write neatly and legibly.

BACKGROUND INFORMATION

You are the human resources manager at Falcon Engineering, a company located in Bapong. The postal box is 922, Bapong. Your fax and telephone are 014 541 7193 and 014 541 7191 respectively. You also have a company email address. The majority of your employees stay in facilities provided by the employer. Most of them are chain smokers which is a looming health hazard. You are part of management investigating ways to improve the employees' quality of life.

QUESTION 1: PRÉCIS

Read the article 'CITY TIGHTENS SMOKING POLICY' on ADDENDUM A and write a précis of 100 words in the form of a paragraph. Give the précis a new heading and indicate the number of words in brackets at the end of the précis.

CONTENT	LANGUAGE	WORDS	COHERENCE	HEADING	TOTAL
10	2	1	1	1	15

[15]

QUESTION 2: LETTER TO THE PRESS

Write a letter to the editor of your in-house publication, Falcon News, wherein you share the company's vision to improve the quality of life of its employees. Give at least THREE negative effects of smoking.

State TWO things the company plans to do to reduce the negative effects of smoking in the working environment. Use a powerful conclusion on the need to quit smoking.

CONTENT	LANGUAGE	FORMAT	TOTAL
12	5	3	20

[20]

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QUESTION 3: INVESTIGATION REPORT

Management wants further investigation on the matter of changing the smoking rules in the company. On 5 May 2020 the managing director instructed you to compile an investigation report on the prevalence and effects of smoking in the workplace. The report is expected by 16 May 2020.

Write the report in memo format using the following headings:

1. Terms of reference
2. Procedure (indicate THREE methods used)
3. Findings
4. Conclusion
5. Recommendations

CONTENT	LANGUAGE	FORMAT	TOTAL
20	5	5	30

[30]

QUESTION 4: FAX

Management wants an expert opinion on the subject of smoking and has asked Ms Lee Khumalo from the Occupational Health Board to share her expertise on the challenges and also the benefits of creating a cleaner and safer working environment.

Inform her about the company's plans to create a smoke-free environment and invite her to brief management on smoking safety issues on 16 May 2020, when the investigation report must be submitted. She will be given a period of 10 minutes for her presentation. Her telephone and fax numbers are 014 312 6161 and 014 312 6163 respectively.

Write this fax using ADDENDUM B.

CONTENT	LANGUAGE	FORMAT	TOTAL
10	2	3	15

[15]

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QUESTION 5: REGISTRATION FORM

Management has given permission for a three-hour workshop on the benefits of a smoke-free working environment. For that purpose workers need to register in their respective sections. Mr Jacob Siya, one of the youngest workers in the company, will be attending the workshop and has to complete a form and submit it by 11 June 2020. He was born on 3 March 2000. He still lives with his parents and they collect their mail from a post office box in Bapong.

Complete the form on the attached ADDENDUM C.

CONTENT	TOTAL
10	10

[10]

QUESTION 6: NOTICE

Write a notice which will appear on all the notice boards in the company. State the company's plan to establish a nonsmoking environment. Highlight TWO negative effects of smoking and TWO benefits of quitting smoking. Encourage employees and provide assistive detail on how to quit smoking.

Use the AIDA principle to draw up the notice. Credit will be given for design.

CONTENT	DESIGN	TOTAL
6	**4**	**10**

[10]

TOTAL: 100

ADDENDUM A

MANAGEMENT COMMUNICATION N4

CITY TIGHTENS SMOKING POLICY

The city of Tshwane is setting an example for other capital cities by declaring all municipal facilities smoke-free.

The mayor, Mr Solly Msimanga, made a commitment to provide and promote a clean and healthy work environment with the objective of reducing the burden of preventable diseases within the workforce. 'In Tshwane, we are working hard towards a tobacco-free generation,' Msimanga said. 'There is a disconcerting link from the habit of smoking to drug experimentation and later addiction amongst our youth. If we are able to discourage our youth from smoking, we have a greater chance of containing and reducing the scourge of drug addiction that is doing extensive and costly damage to our city, our residents and our future.'

In September 2012, Tshwane Municipality approved the revised smoking policy of the city compiled to ensure that it was in line with all relevant legislation, particularly the Occupational Health and Safety Act, (No 85 of 1993) and the Tobacco Products Control Act, (No 83 1993). It also had to toe the line of regulations that were updated in 2011.

The revised smoking policy dictates that those who choose to smoke may not do so within 5 metres of doorways, windows and a building air supply through which tobacco smoke may readily enter the building. Smokers are also required to dispose of the remains of cigarettes in proper containers in order to keep a neat and clean environment for visiting parties and customers.

'The prohibition of smoking in facilities owned and managed by the city is informed by our concern for the health and safety of both our employees and members of the public using these facilities,' Msimanga said. The city has also been asked to participate in the 17th World Conference on Tobacco or Health with Msimanga being the first mayor of an African capital city to take the bold step of being a speaker in the conference which takes place shortly at Cape Town International Convention Centre. Present at this conference will be the Minister of Health, Dr Aaron Motsoaledi, and the former mayor of New York City, Michael Bloomberg. Msimanga said the city's policy also made provision for employee assistance to those who wished to quit the habit. 'In short, the policy has the best interests of employees and the public at heart. It has to put stringent measures in place to address noncompliance while simultaneously ensuring a proper understanding,' he said.

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ADDENDUM B **EXAMINATION NUMBER:** | | | | | | | | | | | | | |

QUESTION 4: FAX COVER SHEET

FALCON ENGINEERING
PO Box 922, BAPONG, 4000
Email: _____

To: _____

For attention: _____

Fax no: _____

Telephone no: _____

From: _____

Telephone no: _____

Fax no: _____

Date: _____

Number of pages: _____

Subject: _____

Message:

(15)

ADDENDUM C **EXAMINATION NUMBER:**

QUESTION 5: FORM

FALCON ENGINEERING REGISTRATION FORM
FOR WORKSHOP ON 15 JUNE 2020

Surname and Initials ……..... Title: Mr/Mrs/Miss/Dr

ID number

Smoker	
Non-smoker	

Address (Residential): ..…… Postal: …….....

…… ……..

……..….. ……..

…… ……..…

Department: ……

Telephone: ……..

Ext: ……..

Cell number: ……..……

Email address: ……...

Signature: …….....

Date: ……

(10)

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