



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

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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 WEEKLY 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. Semanya – 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: QUESTIONNAIRE

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