



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4
(First Paper)

1 JUNE 2018

This marking guideline consists of 7 pages.

QUESTION 1: PRÉCIS

- Starting your own business is quite demanding.✓
- Role models provide entrepreneurial skills to prospective business starters.✓
- Businesses often start at a lower level and gradually advance to greater achievement.✓
- New entrepreneurs do not regret it despite economic recession challenges.✓
- Women who quitted are willing to rediscover their potential.✓
- Mechanisation is a challenge for future employment.✓
- Enthusiasm is a critical factor to keep one flexible.✓
- Family support is vitally important in maintaining your own business.✓
- More effort is required since you will not have enough manpower at the beginning.✓
- Working extended hours will need balancing between work and home.✓
- Working hard will eventually lead to greater satisfaction.✓
- Financial challenges such as budgeting and legalities of sales tax cannot be ignored.✓

CONTENT✓	LANGUAGE	COHERENCE	HEADING	WORDS
10 Any 12 ticks	4 1–2 = poor 2–3 = average 3–4 = good (-½ per error)	4 1–2 = poor 2–3 = average 3–4 = good	1 Any suitable heading, but the heading of passage	1 (95–105 words)

-1 from TOTAL if not written in ONE paragraph

[20]

QUESTION 2: LETTER OF INVITATION**UMPHA ASSOCIATES PTY LTD***

Tel: 015 975 1818
Fax: 015 975 1820

*Any address***
MOREBENG*
Code*

Date* *Any date in full not after 25 Nov 2018*

Mrs Zolia Rumble*
Director
Success Stories
*Any address**
HOEDSPRUIT
Code*

Dear Mrs Rumble*

INVITATION TO ACT AS GUEST SPEAKER*

Paragraph 1: Goodwill paragraph✓ *Specify the nature of function*

Other paragraphs:

The function will be held at Morebeng Sport Complex✓ on Saturday, 24 November 2018✓ from 19:00✓ onwards. It will be attended by our staff members and 150 youth from our community.✓

We would like you to address and empower us on the skills and expertise of starting one's own businesses.✓ Please let us know should you need any audiovisual equipment.✓

If you accept our invitation, we reserve your accommodation at *any name* with all meals included.✓ In addition to a R3 000,00 fee *any reasonable fee*, all transport expenses will be taken care of.✓

Would you please send us your curriculum vitae and a recent photograph of yourself as we would like to use it to advertise the event in our company magazine,✓ as well as in our programme for the function?✓

Closing paragraph
Good will*✓

Yours faithfully *Accept Yours sincerely*

Signature*

DAKALO DK*
CHIEF OPERATIONS OFFICER*

CONTENT✓	FORMAT*	LANGUAGE
11	6 (-1 per error)	8 (-½ per error)

[25]

QUESTION 3: MINUTES OF A MONTHLY MEETING**MINUTES OF A MONTHLY MEETING* OF UMPHA ASSOCIATES PTY LTD*
HELD IN THE AUDITORIUM* ON 10 NOVEMBER 2018* AT 10:00***

1. Opening and welcome*
The chairperson opened the meeting and welcomed all members present.✓
2. Attendance register*
Ten staff members attended the meeting.✓
3. Apologies*
Mr Davon and Mr Hlongolwane could not attend the meeting as they were both on a study leave.✓
4. Minutes of the previous meeting*
The minutes of the previous meeting were read and approved.✓
5. Matters arising*
 - 5.1 Invitation response from guest speaker Mrs Rumble
Ms De Villiers reported that Mrs Rumble accepted the invitation confirming that she will appreciate it if audiovisual equipment can be made available for her.✓✓
6. New matters*
 - 6.1 'Start your own business' training
The chairperson highlighted the importance of having catering for the training. He estimated the cost of food and beverages to the amount R15 000,00. A catering task team led by Mr/Ms ... was chosen.✓✓
 - 6.2 Prize drawing*
Mr/Ms ... suggested that a small round ball be placed in a basket for the first twenty participants who arrive early to choose the ball indicating the prize of R2 500,00. Should a person choose such a ball specifying that amount, he/she automatically wins.✓✓
 - 6.3 Training manual*
It was agreed that the main photocopy room should be used to copy and bind the training manual. Mr/Ms ... will facilitate the process.✓✓

7. Motion: A monthly newsletter must be compiled and distributed to local schools and shops

Proposed by: Mrs Mothapo

Seconded by: Mr Nenweli

According to Mr/Ms ... a monthly newsletter containing information on company events and entrepreneurship initiatives and training should be placed at local schools and shops to benefit the local community.✓

8. General*

The chairperson congratulated Ms De Villiers for passing her master's degree with distinction.✓

9. Date of the next meeting*

The next meeting is scheduled for 10–20 *any reasonable date* December 2018.✓

10. Closure*

The meeting concluded at 12:30.✓

APPROVED:*

CHAIRPERSON*

SECRETARY*

DATE*

CONTENT✓	FORMAT *	LANGUAGE
16	6 (-1 per error)	8 (-½ per error)

[30]

QUESTION 4: TELEPHONE MESSAGE**UMPHA ASSOCIATES PTY LTD*****TELEPHONE MESSAGE**

To: Mr Dakalo✓

From: Mr Mothiba*

Date: 10 November 2018*

Company: Business Starters Funding✓

Time: 10:00*

Tel: 015 781 1330*

MESSAGE:

While you were in a meeting Mr Mothiba phoned✓ requesting that you decide on the criteria to select five participants for the coming 'Start your own business' training✓ that will be held in your organisation on the 25 November 2018.✓ He is willing to fund them to start their own company after they have been trained.✓

Taken by: Ms Nontobeko

CONTENT✓	FORMAT/LAYOUT	LANGUAGE
6	2 (-1 per error)	2 (-½ per error)

[10]

QUESTION 5: RESIGNATION LETTER

*Any address**
UPPER CASE
*Code**

Date* *Any date in full not later than 10 November 2018*

Director/Manager
Business Starters Funding
*Any address**
NAME IN UPPER CASE
*Code**

Dear Sir/Madam*

RESIGNATION* AS DEPUTY FINANCIAL MANAGER

Please accept my resignation from the position of deputy financial manager✓ with effect from 30 November 2018.✓

I have accepted a position at a financial consultation company where I will put my experience to very good use.✓

Would you please forward any personal correspondence addressed to me to the address above?✓

I have enjoyed working for Business Starters Funding and will miss being part of such a dedicated and motivated team. I am grateful for the valuable experience and training I have received from you.✓✓ *Any goodwill information*

I want to take this opportunity to wish Business Starters Funding and all my colleagues every success.✓

Closing paragraph
Good will*✓

Yours sincerely *Accept Yours faithfully*

Signature*

MMATSHONKA MS*

CONTENT✓	FORMAT *	LANGUAGE
8	4 (-1 per error)	3 (-½ per error)

[15]

TOTAL: 100