higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1010(**E**)(J1)H

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4

(First Paper)

(5140364)

1 June 2018 (X-Paper)
09:00–12:00

CLOSED-BOOK EXAMINATION

TWO dictionaries (bilingual/explanatory) are allowed.
NO electronic dictionaries may be used.

This question paper consists of 4 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. Start each question on a NEW page.
5. Read and interpret the questions against the given background and use ALL available information.
6. Write neatly and legibly.

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BACKGROUND INFORMATION

Umpha Associates Pty Ltd is a well-established nongovernmental organisation that assists aspiring youth in starting businesses within its jurisdiction of operation. It is situated in the small town of Morebeng. You are Mr DK Dakalo, the chief operation officer of the company. Operating times are from 08:00 to 16:00 midweek only.

QUESTION 1: PRÉCIS

Write a précis of not more than 100 words on the article 'Initiating your own business' contained in ADDENDUM A (attached). Give a heading other than the one used and indicate the number of words used in brackets at the end of the paragraph. **[20]**

QUESTION 2: LETTER OF INVITATION

As part of Umpha Associates Pty Ltd's 'Start your own business' programme, 150 youth have approached your institution requesting to be trained in the skills and expertise required to start their own companies. You have decided to invite Mrs Zolia Rumble, director of Success Stories in Hoedspruit, who specialises in small business and entrepreneurship training programmes, to give them advice. This event will take place at the Morebeng Sport Complex at 19:00 on 24 November 2018. Mrs Rumble is expected to talk for 30 minutes. She will also give practical tips on how to start one's own company.

Write a letter of invitation and include ALL relevant information. **[25]**

QUESTION 3: MINUTES OF A MONTHLY MEETING

The chief operation officer was extremely delighted about the 'Start your own business' training that will be held on the company premises on 24 November 2018. As part of the preparation a monthly meeting was convened at 10:00 on 10 November 2018 in the auditorium and lasted for two and a half hours. Of the twelve staff members, only Mr Davon and Mr Hlongolwane could not attend because they were on study leave. Ms De Villiers gave positive feedback regarding Mrs Rumble's acceptance of the invitation. New matters included an agreement that the catering budget would be estimated at R15 000,00. After the training there will be a prize drawing to choose 10 participants who will each be sponsored with a capital start of R2 500,00. A hard-copy training manual was sent by the presenter for more copies and binding. A motion was also tabled. Ms De Villiers passed her master's degree with distinction.

Write the minutes of the meeting.

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The agenda:

1. Opening and welcome
2. Attendance register
3. Apologies
4. Minutes of the previous meeting
5. Matters arising
6. New matters
   - 6.1 'Start your own business' training
   - 6.2 Prize drawing
   - 6.3 Training manual
7. Motion: A monthly newsletter must be compiled and distributed to local schools and shops

   Proposed by: Mrs Mothapo
   Seconded by: Mr Nenweli
8. General
9. Date of the next meeting
10. Closure **[30]**

QUESTION 4: TELEPHONE MESSAGE

While you were in the meeting of 10 November 2018, Mr Mothiba from Business Starters Funding phoned and requested that you decide on criteria to select five participants for the coming 'Start your own business' training to be held on 24 November 2018. He is willing to sponsor them to start their new businesses once they have completed the training. Mr Mothiba can be reached at 015 781 1330. A message was recorded by the receptionist, Nontobeko, at 10:00.

Complete the telephone message on ADDENDUM B (attached). **[10]**

QUESTION 5: RESIGNATION LETTER

The deputy financial manager of Business Starters Funding, Ms Mmatshonka, has tendered her resignation after confirmation of her new appointment as the financial manager of Sky Shine Pty Ltd. She has to serve 15 days' notice and her last working day is on 30 November 2018.

Write the resignation letter submitted by the outgoing deputy financial manager. **[15]**

TOTAL: 100

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ADDENDUM A

INITIATING YOUR OWN BUSINESS

Starting your own business may sound like an awesome venture, but the demands in especially the early stages are such that many people never get beyond the initial idea.

Zolia Rumble, the director of Success Stories in Hoedspruit which offers assistance to small businesses, training programmes and advice to new entrepreneurs, is a good example of someone who had a great idea and 'went for it'. She says you can always spot a fellow entrepreneur by their red-rimmed eyes. The small one-person business has an owner who creates a product or service and develops, manufactures, delivers, invoices, expands and weeps over it – all on his/her own.

Nevertheless, many of those who have taken the great leap into entrepreneurship have discovered a sense of satisfaction, achievement and independence they have never experienced while being employed by someone else. People start their own businesses for various reasons. The economic recession with resulting business liquidation has thrown thousands of people out of work. The unemployment rate caused by retrenchments has forced many people to consider starting their own.

Hundreds of women who took a five- or ten-year sabbatical to raise families, have found, on trying to re-enter the job market, that the skills for which they had previously been able to command good salaries are now outdated or have been replaced with new technology. In many cases, the jobs are merely not there anymore. Others feel that the demands of a young family or a home do not allow for a job that takes them out of the house for several hours a day and cannot find a job that affords them the flexibility they need.

More people want the fruits of their labour to be for their own account and are prepared to take the associated risks along with the benefits. Whatever the reason for wanting to start your own business, the personal requirements are the same. You will need to have enormous enthusiasm to get started, the commitment to stick with it once it has taken off, the self-confidence to deal with the problems, rejections, risks and disappointments you will inevitably encounter, as well as the tenacity to take the good with the bad and an unfailing belief in yourself.

You will also need the cooperation and moral support of your family and friends – especially in the early stages when you will be working long, hard hours to become established. Since it is highly unlikely that you will be starting with staff, you will need stamina to handle the production, marketing, accounting, decision making, advertising, customer needs and probably deliveries as well.

You must be prepared to work from early in the morning until late at night for weeks, maybe months, especially if you have a home and family to run. You will have to present a calm, positive exterior while your insides are churning with fear because things are not working out or with guilt because the family is complaining about late meals. Do not let anyone tell you that running your own business will be easy.

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ADDENDUM A (CONTINUED)

On the other hand, you will experience the satisfaction of creating your own employment opportunity (and possibly opportunities for others too), being your own boss, and discovering reserves of confidence and abilities you never dreamed you had. The rewards are enormously sweet.

For many people the thought of starting something on their own, developing an idea, coping with budgeting, costing and accounting (possibly hitherto unfamiliar areas of business), marketing, production and delivery, present a seemingly insurmountable problem. Add to this the mind-boggling web of legalities surrounding sales tax, company law and taxation, as well as the problems of finding finance and you could begin to wonder why anyone in their right mind would even attempt to start out on their own, but hundreds do.

[Adapted from: *Capricorn News*]

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ADDENDUM B **STUDENT NUMBER:** | | | | | | | | | | | | | |

UMPHA ASSOCIATES PTY LTD

TELEPHONE MESSAGE

To: …….. From: ……

Date: …….. Company: ……

Time: ……. Tel: ……

MESSAGE:

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Taken by: ……

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