higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4

(First paper)

5 October 2020

This marking guideline consists of 8 pages.

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QUESTION 1: PRÉCIS

Content:	10	Ability to isolate important points – maximum of 10 ticks
Language:	2	Own words, no grammar, punctuation and spelling errors Own words, but some errors found
	0	Language could not be assessed because précis verbatim
Words:	1	Words within limit (95–105) and indicated at the end
Coherence:	1	One paragraph of ideas that coordinate and flow smoothly
Heading:	1	(Any suitable heading that relates to content

- The City of Tshwane has announced a smoke-free environment in all its facilities.
- The purpose is to promote a clean and healthy environment.
- This will in turn result in the reduction of preventable diseases among workers.
- Experimenting with drugs seems to be linked with the smoking habit.
- This is particularly prevalent among the younger generation.
- This initiative is intended to discourage youth from smoking.
- The decision to revise the smoking legislation was approved by council several years back.
- The approval is in agreement with legislation.
- Smoking policy stipulates where smoking may not take place.
- Smokers are required to maintain a clean environment.
- The municipality cares about the health and safety of both employees and the public.
- The mayor will be a participant in a world conference on tobacco.
- Some prominent people both locally and internationally will attend.
- The city also intends assisting those wanting to stop smoking.
- Although no-compliance will be addressed, an understanding attitude will be adopted. (Any 10 × 1) **[15]**

QUESTION 2: LETTER TO THE PRESS

Content:	12	Indicated by ticks
Language:	5	Use impression marking guided by the following: No language errors 5 Good language with only one or two errors 4 Average language 3 Weak language below standard 2 Poor language 1
Format:	3	-1 for each error found in areas marked with *

FALCON ENGINEERING*

Tel no: 014 541 7191* PO Box 922*
Fax: 014 541 7193* BAPONG*
Any email with words falconengineering* Any 4-digit code

Date in full *

The Editor*

Falcon News*

Any address*

BAPONG*

Any code number*

Dear Sir*

SUBJECT Relevant to anti-smoking*

Paragraph 1

Express the company's vision – improving the quality of life of its employees✓

Other paragraphs

Negative effects of smoking. (Any 3 × 2 =6) Examples below

Passive effects on nonsmokers✓✓

Health issues related to smoking such as lung diseases✓✓

Link between smoking and drug experimentation✓✓

Nicotine addiction

Environmental pollution such as disposing of cigarette butts everywhere

What the company can do to reduce negative effects of smoking (Any 2 × 2 = 4) Examples below

To implement legislation such as tobacco product control acts✓✓

Prevent environmental pollution such as disposing of cigarette butts✓✓

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Closing paragraph

Powerful conclusion stating the benefits of choosing to quit smoking✓

Yours faithfully*

Signature*

ANY NAME AND SURNAME* **[20]**

QUESTION 3: INVESTIGATION REPORT

Content: 20 Maximum of 20 ticks

Language: 5 Use impression marking on grammar, spelling and punctuation.
Language with no errors – 5
Good language with only one or two errors – 4
Average language – 3
Weak language with many errors – 2
Poor language – 1

Format: 5 (-1 mark for each error in areas marked with *)

FALCON ENGINEERING *
MEMO/MEMORANDUM*

To : Any name and surname*
MANAGING DIRECTOR*

From : Any name and surname*
Human resources manager*
Date: Any date in full between 5 and 16 May 2020*

SUBJECT: REPORT ON INVESTIGATION INTO PREVALENCE AND EFFECTS OF SMOKING IN THE WORKPLACE*

TERMS OF REFERENCE *
Date of instruction – 5 May 2020✓
Source of instruction – Any name and surname✓
Position: Managing director✓
Company of Falcon Engineering✓
Recipient of instruction – Human resources manager✓
Instruction: To compile an investigation report✓
Reason for investigation – to determine prevalence and effects of smoking among workers✓
Finalisation of report – 16 May 2020✓

Purpose of report – to obtain information regardless prevalence of smoking✓and make recommendations to improve the situation✓ (10)

PROCEDURE* to be written in full statements, for example Two staff members who are chain smokers were interviewed. Single words not to be accepted. Accept any THREE of the methods below as procedure:

- Interviews
- Meetings
- Questionnaires
- Statements
- Focus groups
- Suggestion boxes (Any other relevant method) (Any 3 × 1) (3)

FINDINGS*
State the information gathered by individual methods mentioned under procedure. (3)

CONCLUSION*
Make a conclusive statement based on findings. (1)

RECOMMENDATIONS*
Suggest plans of action from findings obtained. (3)

COMPILED BY*

Signature*

INITIALS AND SURNAME*
DESIGNATION*

[30]

QUESTION 4: FAX COVER SHEET

FALCON ENGINEERING
PO Box 922, BAPONG, 4000
Email: Any email with falconengineering*

To: Occupational Health Board✓

For attention: Ms Lee Khumalo✓

Fax no 014 312 6163*

Telephone no 014 312 6161*

From: Any name and surname/Human resources manager✓

Telephone no 014 541 7191*

Fax no 014 541 7193*

Date Any between 5 and 11 May 2020*

Number of pages Accept 1 or 2 pages*

Subject INVITATION TO A BRIEFING SESSION ON SMOKE SAFETY*

Message

Goodwill line pertaining to the good work that Lee Khumalo does✓

Company wants to introduce a smoke-free working environment✓

We need your expert opinion and views on the effects of smoking✓

The briefing will be on 16 May 2020.✓

You will be expected to do a presentation to the management for 10 minutes.✓

You must enlighten the management on challenges and benefits of quitting smoking.✓

I hope……..(Goodwill line)✓

Content 10 (Areas marked ✓)
Language 2 (Own words -2 and verbatim -1)
Format 3 (-1 for each error in areas marked *) **[15]**

QUESTION 5: REGISTRATION FORM

FALCON ENGINEERING REGISTRATION FORM
FOR WORKSHOP ON 15 JUNE 2020

Surname and initials: Siya✓ J. ✓ Title: Mr/Mrs/Miss/Dr

ID Number												
	0	0	0	3	0	3	5	9	8	7	5	6	4

(Correct first 6 digits ✓✓…any last 7 digits filled in✓)

Smoker	
Nonsmoker	

✓

Residential/Physical address . Postal address

Any street address✓ PO Box (any number) ✓
BAPONG✓ BAPONG✓
Any 4-digit postal code✓ Same 4-digit postal code✓

Department/Section (Any department in an engineering company)✓

Telephone: (Any landline)✓

Ext: (Any 3 or 4 digits)✓

Cell number: (Any cellphone number,10 digits)✓

Email address (Must contain the words Jacob/siya)✓

Sign (Legible signature indicating Jacob Siya)✓

Date : (Any date on or before 11 June)✓

Content 10 ✓ (Each tick indicates ½ mark) **[10]**

QUESTION 6: NOTICE

Content: 6 Maximum of SIX ticks✓

Design 4 Border – 1; varying font – 1; space – 1; neatness – 1

FALCON ENGINEERING

NOTICE TO ALL STAFF

THE COMPANY WANTS TO ESTABLISH A NONSMOKING ENVIRONMENT✓

DANGERS OF SMOKING

Stipulate two dangers, for example:

Lung cancer✓

Addiction (nicotine)✓

Health issues

NONSMOKING BENEFITS

Improves health✓

Creates clean environment✓

Any relevant response

FOR HELP CALL/CONTACT (Provide contact details like telephone, cell or email)✓ **[10]**

TOTAL: 100

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