



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4
(First Paper)

(5140364)

13 November 2019 (X-Paper)
09:00–12:00

OPEN-BOOK EXAMINATION

TWO reference works and TWO dictionaries may be used.
NO electronic dictionaries may be used.

This question paper consists of 4 pages and 2 addenda.

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
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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 section on a NEW page.
 5. Write neatly and legibly.
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BACKGROUND INFORMATION

You are the manager of the student support office of Phambili Independent College, situated in Kelvin, which supports current and former students. You have established a number of partnerships where students are given opportunities to interact with potential employers.



QUESTION 1: PRÉCIS

Summarise the article 'How not to find a job' in ADDENDUM A (attached) in 100 words and in point form. Use a different heading from the one given and write the number of words at the end of the summary.



CONTENT	LANGUAGE	COHERENCE	HEADING	WORDS
10	2	1	1	1

[15]

QUESTION 2: LETTER OF INVITATION

One of your responsibilities involves inviting potential employers to address students during the Career Week.



Write a letter of invitation to Kabelo Moloko of Moloko Global Placements to address students in the College Hall at 10:00 on Thursday, 25 October 2019. He must address students on the topic: 'What employers are looking for' and speak for 25 minutes, 10 of which will be for possible questions. Use all the relevant information relating to the letter of invitation.

CONTENT	LANGUAGE	FORMAT
10	5	5

[20]

QUESTION 3: NOTICE AND AGENDA OF A WEEKLY MEETING

Your office holds weekly general meetings. The student representative council forms part of this meeting to ensure open communication lines with students. The next meeting will be held in the boardroom at 14:00 on Tuesday, 7 October 2019. The letter sent to Moloko Global Placements will be discussed. New matters include an amendment to the SRC policy and the closing function for the N6 students.



Write a notice and agenda to all potential attendees of this meeting.

CONTENT	LANGUAGE	FORMAT
8	4	3



[15]

QUESTION 4: EMAIL

Kabelo Moloko of Moloko Global Placements decided to email you in response to the letter of invitation. He is unable to attend due to a prior engagement. Ms Lillian Lloyd, the company's personnel manager, will represent their company due to her extensive experience in the subject identified by the college. Another copy of this email was forwarded to Ms Lillian Lloyd. The email was opened and closed with a goodwill line.

Use ADDENDUM B (attached) to write this email.



CONTENT	LANGUAGE	FORMAT
10	5	5

[20]**QUESTION 5: COVER LETTER AND CURRICULUM VITAE**

The responsibilities and workload in your office have increased and the college has decided to employ a liaison officer to assist particularly with external stakeholders and skills development. You placed an advertisement on the college website.

Write the curriculum vitae and a cover letter that Patricia Pote, the successful candidate, submitted. Some of her subjects included Marketing Communication N6 and Sales Management N6.



Ms Pote's curriculum vitae covered the following aspects:

- Personal information
- Educational background
- Experience
- Interests and hobbies
- References



	CONTENT	FORMAT	LANGUAGE
Cover letter	12	3	3
CV	8	2	2
TOTAL:	20	5	5

[30]**TOTAL: 100**

ADDENDUM A**HOW NOT TO FIND A JOB**

In today's highly competitive job market, the hard work of finding and landing one's dream job can often lead to disappointment. However, understanding the issues that could raise a red flag over one's candidacy can stand you in good stead.

You have made an extra effort to complement your first qualification with another one to make you stand out from the crowd, and you have probably applied for many positions and been rejected. Now, finally, your CV is past the shortlisting phase and you may be tempted to feel that things are in the bag.

However, you still have to pass the interview hurdle, where you will be compared to others who will have similar qualifications and experience, so you need to put in that last bit of time and effort to make it count. There are several aspects that you should avoid to ensure that your chances for a successful interview are increased.

Companies look for fit during the interview to see which of the similar candidates will be best for them. Doing your research beforehand, about the company and how your experience will match their needs, will give you the confidence to shine under pressure.

It is important to know exactly where the interview will take place and thereafter determine how you are going to get there on time. Plan to get there with at least 30 minutes to spare.

While you might be tempted to stand out and showcase your uniqueness, you still need to ensure that what you wear fits the culture of both the company and the job. If uncertain of the dress culture, choose the formal option.

It is important to be positive even if the reason you are looking for a new position is that your previous employer was terrible. Even if you had a really bad experience with your previous position or boss, try to find the positives and highlight these.

Few people have a spotless past with no wobbles. Be honest and positive about what happened and what you learnt, should you be expected to explain some issues or gaps during the interview. Do not claim to have qualifications or experience that you do not have. If you are still completing a course, do not pretend you already completed it.

Candidates should ensure that their phones are switched off during the interview as nothing is more important than the task at hand. A phone ringing at that time will certainly cost you a job.

When asked whether you would like to drink something, it is good to settle for a glass of water. Spills and crumbs from eating snacks can create an impression.

It is important to prepare what you will say to demonstrate that you are able to handle challenges, stress and conflicts in the workplace. You need to present examples from your past on how you have handled challenging situations.

Ultimately, people want to appoint people they think will be a pleasure to work with. Handling your interview with confidence and good humour is sure to make you stand out from the crowd.

[Adapted from: *The Star*]

ADDENDUM B: EMAIL

To: _____

Cc: _____

Bcc: _____

Subject: _____

Dear _____

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