



**higher education  
& training**

Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

# **MARKING GUIDELINE**

**NATIONAL CERTIFICATE (VOCATIONAL)**

**NOVEMBER 2011**

**OFFICE PRACTICE  
NQF LEVEL 4**

**1 NOVEMBER 2011**

**This marking guideline consists of 10 pages.**

**SECTION A****QUESTION 1****1.1 MULTIPLE CHOICE**

- 1.1.1 A✓
- 1.1.2 C✓
- 1.1.3 A✓
- 1.1.4 C✓
- 1.1.5 B✓
- 1.1.6 C✓
- 1.1.7 A✓
- 1.1.8 C✓
- 1.1.9 C✓
- 1.1.10 C✓
- 1.1.11 C✓
- 1.1.12 D✓
- 1.1.13 A✓
- 1.1.14 A✓
- 1.1.15 D✓

(15 x 1) (15)

**1.2 MATCH COLUMN A / COLUMN B**

- 1.2.1 K✓
- 1.2.2 F✓
- 1.2.3 G✓
- 1.2.4 A✓
- 1.2.5 B✓
- 1.2.6 C✓
- 1.2.7 J✓
- 1.2.8 D✓
- 1.2.9 E✓
- 1.2.10 H✓
- 1.2.11 I✓
- 1.2.12 N✓
- 1.2.13 O✓
- 1.2.14 L✓
- 1.2.15 M✓

(15 x 1) (15)

## 1.3 TRUE/FALSE &amp; EXPLANATION

- 1.3.1 False✓  
These events are created for the public, and in most cases by the public, to bring buyer and seller together in a festive set-up✓ (2)
- 1.3.2 False✓  
Is part of speed services that are offered by the post office, needs to sign for it to confirm that it was received personally.✓ (2)
- 1.3.3 False✓  
Is a group of people, organisation or association that has an interest in the success of an event.✓ (2)
- 1.3.4 False✓  
Confidential information must never lie around unattended. If not needed any longer, it must be destroyed by shredding it.✓ (2)
- 1.3.5 False✓  
Drawn up at the **end** of the financial year, it attempts to show in condensed form the operating results and financial position of a business.✓ (2)
- 1.3.6 False✓  
It is globally accessible and can reach someone in any part of the world.✓ (2)
- 1.3.7 False✓  
Brainstorming is all about getting as many creative ideas as possible.✓ (2)
- 1.3.8 False✓  
They must also be clean and conservative rather than informal, and a career-motivated personal assistant will pay special attention to appearance.✓ (2)
- 1.3.9 False✓  
The focus of private organisations is to make a profit✓ (2)
- 1.3.10 False✓  
Provide final details and an overall view of an event or project after it is completed.✓ (2)
- (10 x 2) (20)

**TOTAL SECTION A: 50**

**SECTION B****QUESTION 2****2.1.1 FEEDBACK REPORT**

FEEDBACK REPORT ON THE TWO-DAY BUSINESS COMMUNICATIONS SKILLS SEMINAR FOR FRONT-LINE STAFF✓

**BACKGROUND**

From 12-15 April 2011 you were attending a Business Communications Seminar for front-line staff organised by PRAID.✓

**PURPOSE**

The purpose of the seminar was to improve relationships between students and staff and to improve general business communication skills✓

**COURSE CONTENT**

The programme consisted of 2-3 hour sessions.✓ Each session was divided into a 1-hour lecture, a practical workshop and practical group activities. Topics included: handling business phone calls, organising work and managing time, tips for getting on better with students etc.✓

**PRESENTATION**

All lectures were presented by qualified lecturers who also have extensive practical work experience✓. You were also impressed with their professional business presentations skills and the way in which they managed to involve the audience in lectures✓

**VENUE AND REFRESHMENTS**

The training seminar was held at the Windsor Hotel✓ in the conference hall rooms provided for this purpose. Stationery and refreshments were supplied and the course fee included a delicious breakfast and lunch on both days.✓

**EVALUATION**

Evaluation was conducted continuously by means of oral work,✓ assignments and case studies✓. On completion of the seminar each delegate received a certificate indicating their specific mark.✓

**CONCLUSION**

In spite of a few logistical problems the unforeseen of one of lecturers, the seminar was fun and delegates received the training they needed.✓

**RECOMMENDATION**

Due to the success of the seminar it was recommended that all front-line staff at Ludia (FETCO) be given the opportunity to attend his professional and affordable alternative to in-house, lunch-hour training sessions.✓✓

COMPILER'S NAME✓

Signature  
Designation✓

Date (15 April 2011)✓

(18)

- 2.2 Provide a manager or supervisor with a final overview and detailed summary of what happened during an event, seminars and workshops. ✓✓ (2)
- 2.3
- Go back and do more research.✓
  - Double-check that you used the report characteristics.✓
  - Revise, edit and proofread the report again.✓
  - Change the layout or structure, headings and fonts.✓
  - Add graphs or images to communicate certain research results.✓ (5 x 1) (5)
- 2.4
- Electronic mail✓
  - Posting✓
  - Internal mail✓
  - Courier✓
  - Delivery✓ (5 x 1) (5)
- [30]**

**QUESTION 3**

- 3.1.1 ➤ The line of authority flows from the highest to the lowest level.✓✓  
 ➤ A supervisor is easily recognised because he/she gives the instructions.✓✓  
 ➤ This structure works well when limited numbers of subordinates fall under a supervisor.✓✓ (3 x 2) (6)
- 3.1.2 ➤ Line organisation structure✓✓ (1 x 2) (2)
- 3.1.3 ➤ Highest level✓✓ (1 x 2) (2)
- 3.1.4 ➤ Organogram✓✓ (1 x 2) (2)
- 3.1.5 ➤ External environment✓✓  
 ➤ Internal environment✓✓  
 ➤ Physical environment✓✓ (3 x 2) (6)
- 3.1.6 ➤ Have a positive attitude towards your job, client(s) and organisation.✓  
 ➤ Always try to be helpful, friendly and polite.✓  
 ➤ Display loyalty towards your company.✓  
 ➤ Pay attention to detail and be accurate in all your communication.✓  
 ➤ Always be tactful.✓  
 ➤ Be assertive in the decisions that you make.✓  
 ➤ Prove yourself trustworthy and able to keep information confidential and privileged.✓ Any 5 (5 x 1) (5)
- 3.2 3.2.1 ➤ The critical path is a list of things that are structured in such a way that it indicates the things in the specific order that they should happen before the other things on the list can happen.✓✓ (1 x 2) (2)
- 3.2.2 1. List all the activities✓  
 2. Allocate a time to each activity✓  
 3. List each activity's precedence✓  
 4. Identify the critical path to put each activity in place✓  
 5. Work out how much time the whole project will take.✓ (5 x 1) (5)

**[30]**

(THE ABOVE ANSWERS MUST BE IN THE CORRECT SEQUENCE TO GET MARKS – USE YOUR DISCRETION)

**QUESTION 4**

- 4.1.1 Gross Profit = Sales – Cost of Goods Sold✓✓  
= R 684 375 – R251 316✓  
= R 433 059✓ (4)
- 4.1.2 Total Operating Expenses = Selling + Administrative expenses✓  
= R 237 395 + R 136 955✓  
= R 374 350✓ (3)
- 4.1.3 Operating Income = Gross profit✓ - Total operating expense✓  
= R 433 059 – R 374 350✓  
= R 58 709✓ (4)
- 4.1.4 Net income before tax = Gross Profit – expenses + Other income✓✓  
= R 433 059 – 374 350 + 3500✓✓ (5)  
= R 62 209✓
- 4.1.5 Net income/profit = Net income before tax - income tax ✓✓  
= R 62 209 – 8 750✓  
= R 53 459✓ (4)  
(20)

## 4.2

<b>Current Assets</b>	<b>Current Liabilities</b>	<b>Balance Sheet</b>	<b>Owner's equity</b>
Is an asset which is expected to be sold or otherwise used up in the near future.✓✓	A company's debt or obligations that is due within one year, or appear on the company's balance sheet.✓✓	Reports on a company's assets, liabilities and net equity as of a given point in time.✓✓	Refers to finance raised by the owners of the organisation and otherwise known as Capital✓✓

No marks are given for any examples of the above categories. Only explanations are required (4 x 2) (8)

- 4.3.1 ➤ The end of the month and✓  
➤ The end of the financial year✓ (2 x 1) (2)  
**[30]**

**QUESTION 5**

- 5.1.1
- Be honest and open about it – call person in and tell him what you know.✓✓
  - Make sure that you have a labour practitioner with you to ensure that you act within your lawful rights.✓✓
  - If the person has changed his way and contribute significantly to the business, give him time and the opportunity to come clean.✓✓
  - If person does not really contribute much to the business and is troublesome, give him a choice: either he resigns with immediate effect, or he gets fired on the grounds of fraudulent practices.✓✓
- Any 3 (3 x 2) (6)
- 5.1.2
- Design a very tight system, checking references of all prospective employees✓✓
  - Use a panel of people from management to conduct interviews and listen to other people’s opinions.✓✓
  - Go with your instincts and take your time before you make an appointment.✓✓
- (3 x 2) (6)

5.2 5.2.1

<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>➤ It is globally accessible and can reach someone in any part of the world✓</li> <li>➤ Affordable: it is cheaper than the telephone, fax or post✓</li> <li>➤ Reliable✓</li> <li>➤ Accurate: what you read is what you get.✓</li> <li>➤ Paperless: filing and storing e-mail messages are easy and efficient as everything is electronic.✓</li> </ul>	<ul style="list-style-type: none"> <li>➤ A large portion of e-mails consists of junk mail.✓</li> <li>➤ Computers, databases and e-mails can be hacked into as part of IT espionage.✓</li> <li>➤ E-mails can easily be sent to the wrong recipient, or forwarded by a recipient to a party that should not receive it.✓</li> <li>➤ Companies must also face the increasing number of e-mails which makes the volume to handle very difficult.✓</li> </ul>

Any 3 (3 + 3) (6)



## 5.3 5.3.1 (SWOT ANALYSIS)

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>➤ Friendly✓</li> <li>➤ Attends classes regularly✓</li> <li>➤ Writes good stories✓</li> <li>➤ Gets on well with her classmates✓ (any 3)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Doesn't hand in all assignments✓</li> <li>➤ Has a negative attitude towards her life outside the college✓</li> <li>➤ She spends most of her time sleeping in class✓</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>➤ Prudence has a good education ✓and a talent for writing stories.✓</li> <li>➤ Perhaps she can use his talent to write stories about her community and the exciting changes happening in South Africa, for example, being able to attend FET College.✓</li> </ul>	<ul style="list-style-type: none"> <li>➤ Prudence seems to be friendly with ex-criminals outside the college.✓</li> <li>➤ Prudence has suggested that life outside the college is very difficult.✓ This may also end up in her taking drugs ✓or committing a crime so that she can cope more easily with his problem.✓ (any 3)</li> </ul>

(4 x 3)

(12)

**[30]****QUESTION 6**

- 6.1 6.1.1
- **Appearance** – it is essential that their appearance is representative of the college's policy. A neat appearance creates a good impression, not only of the person, but also of the college.✓✓
  - **Courtesy** – if you are busy when visitors arrive, do not simply ignore them. Smile and indicate with a sign, like a nod of your head or pointing to a chair that you are aware of them.✓✓
  - **Professionalism** – Always act in a professional manner showing respect towards all visitors and to yourself as a person.✓✓
  - **Language** – The ideal situation is to greet visitors in their own language. You will make a very good impression for your College. ✓✓
  - **Loyalty** - You should refrain from giving negative criticism or gossip which may harm your relationship with the College and the image of the College. Be loyal and respectful towards visitors, because respect generates respect.✓✓ (5 x 2) (10)

- 6.2
- Luxury✓ or Essential - (any relevant statement) ✓
  - Essential✓ - (any relevant statement)✓
  - Luxury✓ - (any relevant statement) ✓
  - Essential✓or Luxury - (any relevant statement) ✓
- (4 x 2) (8)

Note: Taking cultural and economic status into consideration, some answers above may differ from person to person eg. Cellphone is an essential to some people but a luxury to those who cannot afford it. Use your discretion.

- 6.3
- Advertising media✓
  - Personal sales✓
  - Sales promotions✓
  - Publicity✓
- (4 x 1) (4)

- 6.4
- Customers can be asked how they became aware of the product.✓✓
  - Let customers complete research questionnaires, which can be sent back to the organisation.✓✓
  - Keep track of the number of customers that visit the organisation during the advertising campaign.✓✓
  - Compare sales volumes during the campaign with sales volumes before the campaign.✓✓
- (4 x 2) (8)

**[30]**

**TOTAL SECTION B: 150**  
**GRAND TOTAL: 200**