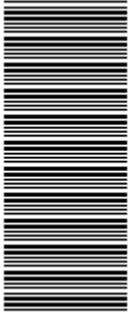


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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N170(E)(N30)H
NOVEMBER EXAMINATION
NATIONAL CERTIFICATE
COMMUNICATION N6
(First Paper)

(5140406)

30 November 2015 (X-Paper)
09:00–12:00

This question paper consists of 5 pages and 2 addenda.

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
COMMUNICATION N6
(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. Write neatly and legibly.
-

QUESTION 1

Read the passage below and answer the questions.

BACKGROUND**ESKOM'S SOCIAL RESPONSIBILITY****CORPORATE SOCIAL INVESTMENT**

Corporate Social Investment (CSI) is a long-term investment in the future of the company and forms an integral part of its operations. It gives an organisation 'licence to operate' and makes good business sense. By contributing to the development of communities in which it operates, the organisation creates future consumers and potential employees. More companies all over the world report on their performance in terms of the triple bottom line with regard to their financial performance, their impact on and restoration of the environment in which they operate, and the contribution they make to the socio-economic development of communities in which they do business.

The Eskom Development Foundation

The Eskom Development Foundation was established in 1998 as a Section 21 company and a wholly owned subsidiary of Eskom Holdings Ltd. Its prime objective is to co-ordinate and to integrate Eskom's CSI initiatives to bring disadvantaged communities into the mainstream of the economy, with particular emphasis on areas where Eskom is implementing its capital expansion programme.

The Foundation provides support to economic and social projects through grants and donations, targeting communities where we implement our new build programme and the communities in which we operate

QUESTION 1: NOTICE OF A MEETING AND AGENDA

You are Tebogo Malapela the secretary of the Eskom Development Foundation (EDF). The chairperson has requested you to send out a notice and agenda for the executive committee's monthly meeting. The notice has to be sent out fourteen days before the date of the meeting.

Read ADDENDUM A (attached), very carefully and extract the main issues or matters to be discussed in the meeting and also design the notice and the agenda.

Marks will be awarded for format, content and the correct use of language.

MARK ALLOCATION:

	FORMAT	CONTENT	LANGUAGE
	3	9	3

[15]

QUESTION 2: INVESTIGATION REPORT

During the monthly meeting held on Friday, 25 September 2015, concerns were raised that Eskom, as a brand was receiving negative reviews over the social media. The requests for sponsorships from communities had dropped by 10% as compared to the 2014 financial year and the last half of 2015 has seen a decline in profit margins.

Tebogo Malapela the secretary of Eskom Development Foundation was requested by the chairperson of the foundation, Ms Thembi Nkabinde on 11 October 2015, to head the task team that will investigate the above concerns and to table the report by 26 October 2015.

Read ADDENDUM B (attached), very carefully and extract the main issues or matters by the task team during their investigation.

FORMAT	CONTENT	LANGUAGE
4	15	6

[25]

QUESTION 3: TELEPHONE MESSAGE

On 16 September 2015 Mr Karen Jones the chairperson of EKHONA YOUTH UPGRADE FOUNDATION, phoned the chairperson, Ms Thembi Nkabinde to make an apology that he will not be able to attend the meeting. He has a booking at Louis Pasteur Hospital in Pretoria for a knee operation. You took the call in the absence of Ms Nkabinde.

Design a telephone message page and write ALL the details of the message that you received.

The telephone message form should include the following:

- The name and the telephone number of the caller
- The person for whom the call was intended
- The date and the time the call was taken
- The reason for the call
- The message for the person for whom the call was intended
- The name of the person who took the message

Marks will be awarded for correct format, content and use of language.

MARK ALLOCATION:			
	FORMAT	CONTENT	LANGUAGE
	3	5	2

[15]

QUESTION 4: PRESS RELEASE

It was agreed during the meeting held on 25 September 2015 that Eskom will hold an official opening of their upgraded Emalahleni Power Station on Saturday 21 November 2015 at 10:00 am. The guest of honor will be the Minister of Energy Ms Dipuo Peters. All MECs from all provinces as well as the mayors and the community leaders will be invited. The EDF will use this platform to re-educate and remind the invited stakeholders of the donation and sponsorship programs that they have in an attempt to regain their positive image.

Write the press release that was prepared by the foundation and date it 3 November 2015. The release date will be 6 November 2015. Provide details for enquiries.

Marks will be awarded for the correct format, content and use of language.

MARK ALLOCATION:			
	FORMAT	CONTENT	LANGUAGE
	4	15	6

[25]

QUESTION 5: DISPLAY ADVERTISEMENT

Design a display advertisement, advertising the Eskom Development Foundation. Mention its prime objectives, for example Black Economic Empowerment (BEE), electrification, rural development, community upliftment through donations and sponsorships.

Achievement such as ESKOM EXPO FOR YOUNG SCIENTISTS that has been running for more than 22 years and the ETA-AWARDS, a campaign that recognises South Africans to become more energy conscious and energy efficient must be included in the advertisement.

Design a detailed, colourful or decorated advertisement. It must meet the AIDA principle. More details can be found in the background information, ADDENDUM A and ADDENDUM B (attached).

Marks will be awarded for correct format, content and use of language.

MARK ALLOCATION:			
	FORMAT	CONTENT	LANGUAGE
	15	5	5

[15]

TOTAL: 100

ADDENDUM A

THE COMPANY CONTACT DETAILS

Name of the company: ESKOM DEVELOPMENT FOUNDATION

Physical address Eskom Development Foundation
Megawatt Park
2 Maxwell Drive
Sunninghill
SANDTON
2157

Postal address Eskom Development Foundation
PO Box 1091
JOHANNESBURG
2000

Eskom Development Foundation
+27 11 800 8111

Eskom Development Foundation:
www.eskom.co.za/csi

Secretary's rough notes

- Date of meeting Friday 25 September 2015
- Venue EDF boardroom at 10:00 am
- Attached minutes of previous meeting
- Electrification will be discussed again during this month's meeting
- To be discussed for the first time- Rural Development, Donations and Sponsorships

ADDENDUM B

Interviews were conducted with community leaders in charge of community projects in their communities.

- 80% indicated that school heads and project leaders were losing trust in Eskom due to unreliable electricity supply and thus were reluctant to identify themselves with the company.
- Communities were unhappy with Eskom's reluctance to increase their intake of Interns (from TVET Colleges) by 5%. Hence community leaders were reluctant to commit to enhancing Eskom corporate image through such sponsorship.

The questionnaire that was posted on social media: Twitter and Facebook yielded the following feedback:

- Receiving negative reviews due to the unfortunate system of load shedding that was affecting household, business and the education sector.
- People were no longer buying electricity, but had resorted to using alternative energy sources. Most had bought generators and some had resorted to the use of solar power.

The task team concluded their report by noting that Eskom needed to urgently look into faults reported because unattended complaints made the consumers lose trust in the organisation. It was also recommended that load shedding should be reduced to minimum in terms of frequency and that the campaign to educate people about saving energy should be intensified and extended to schools.