



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

**NATIONAL CERTIFICATE
NOVEMBER EXAMINATION
COMMUNICATION N6
(First Paper)**

30 NOVEMBER 2015

This marking guideline consists of 7 pages.

QUESTION 1: NOTICE OF A MEETING AND AGENDA

× ESKOM DEVELOPMENT FOUNDATION

×+27 11 800 8111
×www.eskom.co.za/csi

× PO Box 1091
× JOHANNESBURG
× 2000

×Date: 11 September 2015.

×Dear member/colleague/staff member

×NOTICE OF MONTHLY MEETING

Please note✓ that the next monthly✓ meeting will be held in the EDF boardroom✓ on Friday✓ 25 September 2015✓ at 10:00 am✓
The minutes of the previous meeting are attached.✓

×Yours faithfully/sincerely

×SIGNATURE

×Tebogo Malapela

×DESIGNATION (**SECRETARY**)

×AGENDA

1. Attendance register✓
2. Apologies✓
3. Opening and welcome✓
4. Minutes of the previous meeting✓
5. Matters arising
 - 5.1 Electrification✓
6. New business
 - 6.1 Rural development✓
 - 6.2 Donations✓
 - 6.3 Sponsorships✓
7. General✓
8. Date of next meeting✓
9. Closure✓

*FORMAT 3 -1/2 for information omitted	CONTENT 9 ✓ 18 / 2 = 9	LANGUAGE 3	
		8-9	3
		5-7	2
		1- 4	1

[15]

Remember three types of formats
Formal – address below, no telephone
Circular - like above
Memo format – no addresses

QUESTION 2: INVESTIGATION REPORT**ESKOM DEVELOPMENT FOUNDATION**

REPORT ON THE INVESTIGATION INTO WHY ESKOM DEVELOPMENT FOUNDATION WAS RECEIVING **NEGATIVE REVIEWS**, ✓ AND WHY REQUEST FOR **SPONSORSHIPS** FROM COMMUNITIES HAD DROPPED ✓ AND ALSO WHY THERE WAS A DECLINE IN **PROFIT MARGINS**. ✓ 3

x1. TERMS OF REFERENCE (Accept small caps)

On **11 October 2015** ✓, Ms **Thembi Nkabinde, the chairperson** ✓, requested the secretary to investigate why the sponsorships from the communities had dropped by 10% and why the foundation was receiving **negative reviews** and also why there was a decline in profit margins. ✓ She was asked to submit her report by **26 October 2015**. ✓ 4

x2. PROCEDURE

2.1 **Interviews** were conducted with the community leaders in charge of community projects ✓. 1

2.2 **Questionnaires were posted on the social media (Twitter and Facebook) requesting the people to complete them online.** ✓ 1

x3. FINDINGS

3.1 • **80%** indicated that school heads and **project leaders were losing faith** in Eskom due to unreliable electricity supply and thus were reluctant to identify themselves with the company. ✓ 1

• 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. ✓ 1

3.2 • Receiving negative reviews due to the unfortunate system of load shedding that was affecting household, business and the education sector. ✓ 1

• 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. ✓ 1

x4. CONCLUSION

The task team concluded in their report by noting that Eskom needed to urgently look into faults reported because unattended complaints made the consumers not to have faith in the organisation. ✓ 1

×5. RECOMMENDATIONS

- 5.1 It was 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. ✓

×Complied by

Tebogo Malapela

Tebogo Malapela
SECRETARY

× PO Box 1091
JOHANNESBURG
2000
Tel 011 800 8111

× **16-25** October 2015

FORMAT	CONTENT	LANGUAGE	
4 Indicated with an × and -1/2 for any omission	15 1 mark per tick	6 LANGUAGE 6	
		15	6
		13-14	5
		10-12	4
		7-9	3
		4-6	2
		1-3	1

[25]

QUESTION 3: TELEPHONE MESSAGE

×ESKOM DEVELOPMENT FOUNDATION

×TELEPHONE MESSAGE FORM

To: Ms Thembi Nkabinde✓

From: Mr Karen Jones✓

Company: EKHONA YOUTH UPGRADE FOUNDATION✓

Tel: 012 3111 910✓ (Any tel no.)

Date: 16 September 2015✓

Time: 14:35✓ (Any time office hours)

Message:

Mr Karen Jones phoned✓ and said he won't be able to attend a meeting✓, because the hospital booked him off✓ for a knee operation✓.

×Taken By: (student name)

FORMAT	CONTENT	LANGUAGE	
3 Indicated with an × Positive marking	10x1 =10	LANGUAGE 2	
		4-5	2
		1-3	1

[15]




QUESTION 4: PRESS RELEASE

<p>*ESKOM DEVELOPMENT FOUNDATION</p>		
<p>*Tel: 011 8008111 Fax: 011 8008112 (optional) *Email: www.eskom.co.za</p>	<p>*P O BOX 1091 *JOHANNESBURG *2000</p>	
<p>*ENQUIRIES: T. Malapela</p>		
<p>PRESS RELEASE *FOR RELEASE: 6 November 2015</p>		
<p>OFFICIAL OPENING OF UPGRADED EMALAHLENI POWER STATION</p>		1
<p>The <u>Emalahleni Power Station</u> ✓ / has been upgraded ✓ / and the <u>official opening</u> will take place ✓ / on Saturday ✓ / 21 November 2015 ✓ / at 10:00. ✓</p>		6
<p>The guest of honour ✓ 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. ✓</p>		3
<p>The EDF will re-educate and remind the stakeholders ✓ of the donation and sponsorship programs ✓ that they have in an attempt to regain their positive image. ✓</p>		3
<p>Enquiries regarding the opening can be made on tel. 011 8008111 ✓ or go to our website www.eskom.co.za ✓</p>		2
<p style="text-align: center;">*ENDS</p>		15

FORMAT	CONTENT	LANGUAGE	
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		10-12	4
		7-9	3
		4-6	2
		1-3	1

[25]

QUESTION 5: DISPLAY ADVERTISEMENT

	
<p>Our Prime objectives</p>	
<ul style="list-style-type: none"> • Black Economic Empowerment (BEE) ✓ • Electrification ✓ • Rural development ✓ • Achievement for ESKOM EXPO – young scientists ✓ • Community upliftment (through donations and sponsorships) ✓ 	<p>1 1 1 1 1</p>
	<p>1 1</p>
<p>running for more than 22 years ✓</p>	
	<p>1</p>
<p>ETA-AWARDS for South Africans to become more energy conscious ✓</p>	<p>1</p>
<p>Megawatt Park PO Box 1091 2 Maxwell Drive OR JOHANNESBURG Sunninghill 2000 SANDTON 2157 011 800 8111 OR www.eskom.co.za/csi</p>	<p>1 10</p>

<p>*FORMAT 5</p> <p>1 EACH</p>	<p>CONTENT 10 ✓</p>	<p>LANGUAGE 5</p> <table border="1"> <tr> <td>10</td> <td>5</td> </tr> <tr> <td>8-9</td> <td>4</td> </tr> <tr> <td>6-7</td> <td>3</td> </tr> <tr> <td>4-5</td> <td>2</td> </tr> <tr> <td>1-3</td> <td>1</td> </tr> </table>	10	5	8-9	4	6-7	3	4-5	2	1-3	1
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Content = ✓

