higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# NATIONAL CERTIFICATE (VOCATIONAL)

## ENGLISH FIRST ADDITIONAL LANGUAGE

(First paper)

**NQF LEVEL 3**

(4101113)

**30 November 2020 (Y-paper)**
**13:00–15:30**

**This question paper consists of 16 pages.**

131Q1N2030

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**TIME: 2½ HOURS**
**MARKS: 150**

## INSTRUCTIONS AND INFORMATION

1. This question paper consists of FIVE sections:

   SECTION A: COMPREHENSION
   SECTION B: SUMMARY
   SECTION C: VIEWING
   SECTION D: LANGUAGE IN PRACTICE
   SECTION E: COMMUNICATION IN PRACTICE

2. Answer all the questions.

3. Read all the questions carefully.

4. Number the answers according to the numbering system used in this question paper.

5. Start each section on a new page.

6. Use only a black or blue pen.

7. Write neatly and legibly.

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## SECTION A: COMPREHENSION

### QUESTION 1

Read the comprehension passage below and answer the questions.

**BLIND SPOTS THAT DAMAGE BUSINESS, AND HOW TO BEAT THEM**

1. As an artisan you may have decided to become an **entrepreneur**. Remember, entrepreneurs regularly confront a host of tough challenges. Gallup research reveals potential blind spots that can hurt your business **venture**.

2. Making money is the main aim of a business, but when profit becomes an obsession, customer relations can suffer. In a profit-first culture, employees are under immense pressure to maximise profits with little consideration for the customer experience. Don't lose sight of the human element in business. Always keep customer expectations in mind when making decisions.

3. Confidence grows a business, but overconfidence can hurt it. Overconfidence leads entrepreneurs to underestimate complex situations. Hence, they waste both resources and money in pursuit of an opportunity without assessing the competition. Avoid the speed trap. When the window of opportunity is narrow, pause and build what-if scenarios before rolling out your plan. An example of a what-if scenario would be: What if hard copies of printed textbooks become something of the past, will my printing company suffer or die? This is a reality because many institutions are striving towards a paperless society.

4. Intellectual curiosity encourages growth, but too many ideas can lead to confusion. Lack of focus might cause an entrepreneur to launch many projects simultaneously, and so lose sight of the core business, thus confusing their teams. Select ideas that streamline your business and add value for customers.

5. Go-it-alone entrepreneurs can single-handedly get things done in a start-up environment. But as the venture begins to grow, their need for control keeps them from focussing on activities that bring the highest value to a growing business. Hire, train and transfer responsibility to others.

6. **Delegation** is the key to growth. Setting up an effective delegation process can be hard when entrepreneurs give tasks to workers with the least on their plate. The mistake of **micromanaging** the person is then made. This results in costly mistakes. When delegating, identify the right person for the task, give clear instructions and be patient. Building your team's capacity takes time and effort.

7. Entrepreneurs with high **tenacity** and perseverance may tend to stick with a failing strategy, even when the results are constantly below expectation. Set specific milestones to **gauge** the progress on your project. Be prepared to change course if needed. It's not uncommon for entrepreneurs to fall in love with their idea or product. Their closeness to it and an intense desire to see it succeed blinds them to any shortcomings or flaws. Try to be objective about what you offer. Surround yourself with trusted advisers who can help you assess the situation objectively.

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8. **Robust** and **diversified** personal networks facilitate venture growth, but many entrepreneurs either fail to build an effective network or are unable to adapt the network to accommodate their venture's evolving resource needs. Don't forget to refresh and reshape your networks as your business needs change.

9. Successful entrepreneurs have a highly positive self-image. It leads them to favour information confirming their own opinion, while ignoring information that contradicts their viewpoint. This affects decision making. Interact with people who hold the opposite view. Allow them to **counter** your ideas and concepts. This will help you see opportunities more realistically and not simply favour your own ideas.

10. Your behaviour may or may not be easy to change, but it tells you where to begin. Recognise and understand your most basic qualities. Then create a road map to improve your strengths systematically and consistently and work on your areas of weakness. Building on your positive behaviour and figuring out ways to manage areas that can affect your business negatively, will provide extraordinary results.

[Adapted from: **https://www.entrepreneur.com/article/240190]**

**GLOSSARY**

| | |
|---|---|
| **entrepreneur:** | a person who sets up a business, taking on financial risks in the hope of making a profit |
| **venture:** | a risky business undertaking |
| **delegation:** | to entrust a task or responsibility to another person who is less senior than oneself |
| **micromanage:** | to control every part, however small of an enterprise or activity |
| **tenacity:** | persistent determination |
| **gauge:** | to estimate or measure |
| **robust:** | strong and healthy |
| **diversified:** | to enlarge or vary something |
| **counter:** | to contradict |

1.1 Indicate whether the following statements are TRUE or FALSE by writing 'True' or 'False' next to the question number (1.1.1–1.1.2) in the ANSWER BOOK. Quote ONE sentence from the comprehension passage to support your answer.

1.1.1 The more ideas you have, the more effective you will be.

1.1.2 When setting up a new business, entrepreneurs can easily be tempted to get everything done on their own.

(2 × 3) (6)

1.2 Explain the word *obsession* as used in paragraph 2. (2)

1.3 Various options are given as possible answers to the questions below. Choose the correct answer and only write the letter (A–D) next to the question number (1.3.1–1.3.3) in the ANSWER BOOK.

1.3.1 According to the passage, when in business, one should remember to …

A keep costs to a minimum.
B always focus on profit.
C value your customers and their experiences.
D change your business if necessary and ignore the customers.

1.3.2 According to the passage, when it comes to sharing responsibility, the business owner should …

A identify the ideal person for the task and give clear directions.
B hire people and give them responsibility without training them.
C hire people and train them but don't give them responsibility.
D do everything yourself because in business you can only trust yourself to do the job properly.

1.3.3 According to the writer of this article, business owners must be …

A unwilling to change a specific course of action if necessary.
B partially committed to a specific course of action.
C willing to change a specific course of action if necessary.
D completely committed to a specific course of action.

(3 × 2) (6)

1.4 Explain what is meant by a *profit-first culture*. (2)

1.5 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–E) next to the question number (1.5.1–1.5.5) in the ANSWER BOOK.

| COLUMN A | | COLUMN B | |
|---|---|---|---|
| 1.5.1 | Main aim of a business | A | venture growth |
| 1.5.2 | Filing documents electronically | B | making money |
| 1.5.3 | Robust and diversified personal networks | C | paperless society |
| 1.5.4 | Not noticing own shortcomings | D | road map |
| 1.5.5 | Plan of action to succeed | E | blind spot |

(5 × 1) (5)

1.6 'Confidence grows a business, but overconfidence can hurt it.' (paragraph 3)

1.6.1 Is this statement a FACT or an OPINION? (1)

1.6.2 Motivate your answer in QUESTION 1.6.1. (1)

1.7 What does the term 'window of opportunity' (paragraph 3) refer to? (2)

1.8 Which TWO things mentioned in the text could blind an entrepreneur to the shortcomings of their idea or product? (2)

1.9 'Delegation is the key to growth.'

1.9.1 Use the information given in the passage to list the steps required for effective delegation. (3)

1.9.2 How does this process of delegation benefit the team? (1)

1.10 'Setting up an effective delegation process can be hard when entrepreneurs give tasks to workers with the least on their plate…' (paragraph 6)

1.10.1 Explain what is meant by 'workers with the least on their plate'. (2)

1.10.2 Is the phrase in QUESTION 1.10.1 used LITERALLY or FIGURATIVELY? (1)

1.11 Entrepreneurs are confident enough to see their own ideas in a positive light.

According to the passage, what can confident entrepreneurs do to evaluate their ideas objectively? (2)

1.12 Who conducted the research on which this passage is based? (1)

1.13 Identify ONE word at the end of the passage that suggests the passage is not an original piece but has been edited. (1)

1.14 This passage offers different ideas on how to beat blind spots that could damage your business.

1.14.1 Which idea did you find the most useful? (1)

1.14.2 Give a reason for your answer in QUESTION 1.14.1. (1)

**[40]**

**TOTAL SECTION A: 40**

## SECTION B: SUMMARY

### QUESTION 2

It is important for all of us to do our bit to save electricity.

Summarise the passage 'Play your part and save electricity' by highlighting SEVEN ways in which people can save electricity.

INSTRUCTIONS

1. Write a summary of 70–80 words on how to save electricity.
   Do not exceed 80 as only the first 80 words will be marked.

2. Use your OWN WORDS as far as possible.
   Do not copy verbatim (word for word) from the text.

3. Write in full sentences with only one point per sentence.

4. Number the sentences from 1–7.

5. Count and indicate the total number of words at the end of your summary.

**PLAY YOUR PART AND SAVE ELECTRICITY**

Saving electricity will not only save you money but will also help combat the rising power cuts. The country needs to cut energy use by 10% for the current system to cope. Saving electricity will give you a warm fuzzy feeling, as you will be doing your bit to conserve natural resources like coal, and thereby slow down global warming.

Our homes are full of appliances that use electricity constantly. Even when we aren't there, we leave them on standby mode. You would think that appliances on standby use very little electricity, but you are mistaken. So, rather switch them off completely.

Before buying new appliances, check the energy efficiency rating. This is rated on a scale from A (most efficient) to G (least efficient). A-rated appliances are better for the environment and cost much less to run.

When cooking, match the size of the pan with the size of the stove plate. Also, cut food into smaller portions for it to cook quicker.

In most homes, lighting accounts for around 17%–20% of the electricity bill. You can save electricity by replacing conventional tungsten bulbs with compact-florescent lamps (CFLs). CFLs are more expensive, but they last longer. Turn off all the lights that you don't need. In winter electricity consumption increases. So, use gas or temperature-controlled oil heaters and switch them off when you leave the room.

[Adapted from: **https://www.homemakersonline.co.za/how-to-save-electricity-in-your-home/**] **[10]**

**TOTAL SECTION B: 10**

## SECTION C: VIEWING

### QUESTION 3: ADVERTISEMENT

Examine the advertisement below and answer the questions.

**BUSINESS OWNERS/ENTREPRENEURS –**
**A MOTIVATIONAL SEMINAR**
**WHICH YOU CANNOT AFFORD TO MISS!**

28 NOVEMBER 2020
09:30
KOPANONG CONFERENCE CENTRE

KEY TOPICS:

- How to use people's uniqueness to the advantage of your business
- Different aptitudes required for different roles
- Importance of motivating your employees
- Importance of self-motivation

COST: R150 per person, lunch and tea included

[Photo source: www.google.com]

3.1 According to the AIDA principle, certain features must catch the attention of the audience.

Identify TWO features that catch the attention of the reader in this advertisement. (2 × 2) (4)

3.2 Give TWO reasons why is it important for business owners/entrepreneurs to attend this seminar. (2 × 2) (4)

3.3 What function do the TWO items in the picture have in common? (2)

3.4 State TWO ways in which the advertisement indicates that this seminar is not being offered online. (2 × 1) (2)

**[12]**

## QUESTION 4: INTERNET TEXT

Examine the Facebook post below and answer the questions.

> Dear Eskom
>
> I hereby regret to inform you that my bank account is currently at stage 3. I am unable to shed funds to pay my utility bill at this time. As soon as it comes down to stage 2, I will, however, make a part payment. While it should not be viewed as a crisis at this time, this dismal situation is expected to continue (on-and-off) for the next 12 months. Please accept my humble apologies.
>
> Yours
>
> Paying Consumer

[Source: www.facebook.com]

4.1 Quote TWO consecutive words from the passage that reflect the way in which Eskom is currently 'load shedding' electricity. (2)

4.2 'This dismal situation is expected to continue (on-and-off) for the next 12 months.'

Identify the pun in the above sentence. (2)

4.3 The post is written in the form of a letter from a paying Eskom customer.

4.3.1 What is the message of this letter? (2)

4.3.2 Why might a consumer write such a letter to Eskom when they owe Eskom money? (2)

**[8]**

## QUESTION 5: CARTOON

Examine the cartoon below and answer the questions.

[Source: https://www.zapiro.com190321dmfbclid Zapiro's cartoon on Daily Maverick, 21 March 2019]

5.1 Name TWO items in the cartoon that suggest blindness. (2 × 1) (2)

5.2 Carefully study the members of the technical task team.

5.2.1 Would this be a good team to solve the power crisis? (1)

5.2.2 Explain your answer to QUESTION 5.2.1 by referring to the characters. (2)

5.3 Who is carrying the item used for a blocked drain? (1)

5.4 Examine the tools being transported by the cat wearing the striped hat.

5.4.1 Are these tools useful for solving Eskom's electrical problem? (1)

5.4.2 Explain your response in QUESTION 5.4.1. (2)

5.5 Write down the collective noun in the cartoon's heading. (1)

**[10]**

**TOTAL SECTION C: 30**

## SECTION D: LANGUAGE IN PRACTICE

## QUESTION 6

6.1 Complete the following passage by:

- Giving the correct form of the word
- Choosing the correct answer
- Providing the correct spelling of the word

**THE TIME TO BANK WATER LIKE MONEY IS HERE**

In recent years there has been 6.1.1 (a/an) increase in the depletion of water, not only in South Africa, but also in many countries 6.1.2 (global).

If you look at the statistics for 6.1.3 (South Africa/South Africa's/South Africas') water resources, you will see that a mere 8% of the country's land area provides 50% of our run-off water and only 9% of rainfall ends up as run-off in our rivers. At least 37% of water is lost in the current 6.1.4 (opposite of rural) infrastructure.

More alarmingly, it is estimated that the demand for water will reach the 17,7 billion cubic metre mark by 2030 which experts say 6.1.5 (is/are) way beyond the limit of what can be safely allocated.

For a business to thrive in the future, leaders of industry need to relook at 6.1.6 (their/there) water banking strategy.

6.1.7 (Opposite of sustainable by using a prefix) watershed conditions, pollution, and 6.1.8 (weak/week) water governance mean that companies like Abeco Tanks are rethinking how they regard water. The company does not merely market state-of-the-art water storage vessels; rather they promote the 6.1.9 (concep) of banking water, so that this precious resource is available when you need it most.

Experts say the climate shift requires businesses to invest in water and embrace strategies to bank it as we 6.1.10 (wood/hood/would**)** any valuable currency.

[Adapted from: https://businesstech.co.za/news/industry-news/309526/the-time-to-bank-water-like-money-is-here/] (10)

**NOTE:** Some of the questions below refer to the relevant paragraph in QUESTION 1 (comprehension).

6.2 Change the following sentence into the PAST TENSE:

Gallup research reveals potential blind spots that can hurt your business venture. (paragraph 1) (2)

6.3 Change the following sentence into the FUTURE TENSE:

In a profit-first culture, employees are under immense pressure to maximise profits. (paragraph 2) (2)

6.4 Identify ANTONYMS from the comprehension passage for each of the following words:

6.4.1 simple (paragraph 3)

6.4.2 negative (paragraph 9)

(2 × 1) (2)

6.5 Identify SYNONYMS from the comprehension passage for each of the following words:

6.5.1 stimulates (paragraph 4)

6.5.2 persistence (paragraph 7)

(2 × 1) (2)

6.6 In which career field would the jargon 'speed trap' (paragraph 3) be used? (2)

6.7 Give the PAST TENSE OF THE MODAL (auxiliary verb) in the following sentence:

'Too many ideas can lead to confusion.' (paragraph 4) (2)

6.8 Explain the use of the DASH in the sentence below:

She noticed – to her great astonishment – that her business grew in time. (2)

6.9 Explain the technical term *core business*. (paragraph 4) (2)

6.10 Change the following sentence into REPORTED SPEECH:

He said, 'This dismal situation is expected to continue for this year.'

Start with: He said … (4)

6.11 Identify the FIGURE OF SPEECH in the following sentence:

'Training your team takes time and effort.' (1)

6.12 Rewrite the following sentence as a CONDITIONAL SENTENCE:

'Entrepreneurs with high tenacity and perseverance may experience unexpected growth and success.' (3)

6.13 Identify the underlined PARTS OF SPEECH in the sentence below:

Select (6.13.1) <u>ideas</u> that streamline (6.13.2) <u>your</u> business and (6.13.3) <u>add</u> value (6.13.4) <u>for</u> customers.

(4 × 1) (4)

6.14 Change the following sentence into the PASSIVE VOICE:

An artisan could start a business.

Start with: A business … (2)

**[40]**

**TOTAL SECTION D: 40**

## SECTION E: COMMUNICATION IN PRACTICE

## QUESTION 7: MEETINGS

7.1 Meetings are important in any organisation. Give TWO objectives for holding a meeting.

(2 × 2) (4)

7.2 Provide THREE ways in which the chairperson can ensure that the meeting's objectives are achieved.

(3 × 1) (3)

7.3 There are very specific documents used in meetings.

7.3.1 Which meeting document is used to guide the meeting so that members know what will be discussed?

7.3.2 Who is responsible to ensure that this document reaches all the members before the meeting takes place?

7.3.3 Name the document created during the meeting and that is sent to members together with the one mentioned in QUESTION 7.3.1.

(3 × 1) (3)

**[10]**

## QUESTION 8: INTERVIEWS

Read the dialogue below and then answer the questions.

A young lady, Ms Matt, secures a job interview with Cadbury for 2 December 2020 at 8:00. She needs to report to the personnel manager, Mrs Skosana. Ms Matt is wearing black lipstick and a very short skirt. Her shirt has a stain on it and is a bit creased.

The following interaction occurred when Ms Matt went for her interview.

| | |
|---|---|
| Ms Matt: | Good morning. I am here for the interview. I am to meet Mrs. Skosana at 8:00. |
| Receptionist: | Oh yes, we are expecting you and you're perfectly on time at 7:55. Follow me to her office. |
| Ms Skosana: | Come right inside. I am Mrs Skosana. I trust you're well. |
| | *Mrs Skosana gets up from her chair, walks over to Ms Matt, gestures with her outstretched hand, but Ms Matt just holds onto her briefcase.* |
| Mrs Skosana: | Please have a seat. |
| | *Mrs Skosana points towards a seat.* |
| Ms Matt: | Thank you. |
| Mrs Skosana: | Please, tell me about yourself? |
| Ms Matt: | I am a single woman who loves chocolate. I know that Cadbury has won the award for the best loved chocolate in South Africa three years in a row. I studied analytical chemistry at NMU and my results reflect that I am hardworking. |
| Mrs Skosana: | So, what are your weaknesses, besides chocolate? |
| | *Mrs Skosana smiles but Ms Matt meets her smile with a serious face.* |
| Ms Matt: | I cannot think of any right now. |
| Mrs Skosana: | If I were to ask you to water the plants in the entrance once a week, would you do it? |
| Ms Matt: | Is this a joke? |
| Mrs Skosana: | Okay, forget I asked that. I think the staff here should only eat Cadbury chocolate, don't you? |

8.1 How you dress for an interview contributes towards the impression you make.

8.1.1 Is the interviewee appropriately dressed for the interview? (1)

8.1.2 Give THREE reasons for your response in QUESTION 8.1.1. (3)

8.2 Name ONE thing that Ms Matt did correctly before the interview even started. (2)

8.3 What non-verbal action/courtesy did Ms Matt fail to do when she met Mrs Skosana? (1)

8.4 What type of question is: 'Please, tell me about yourself?' (1)

8.5 From the scenario, identify and write down a:

8.5.1 Hypothetical question

8.5.2 Leading question

(2 × 1) (2)
**[10]**

**QUESTION 9: PRESENTATIONS**

9.1 Study the images of the speakers above.

Identify TWO ways in which the speakers are displaying appropriate non-verbal communication. (2)

9.2 Various options are given as possible responses to the statement below. Choose the correct response and write only the letter (A–D) next to the question number (9.2) in the ANSWER BOOK.

The non-verbal communication in the images above should:

A Support the spoken message.
B Oppose the spoken message.
C Show that the speakers have prepared well.
D Make the speech last longer. (2)

9.3 Study the TWO images below and answer the questions.

| Image 1 | Image 2 |
|---|---|
| | |

9.3.1 Comment on the differences in non-verbal communication between the speakers in Image 1 and Image 2. (2)

9.3.2 Describe the reaction of the audience in Image 1. (2)

9.3.3 Study Image 2. Mention ONE feature in Image 2 that could assist the speaker in Image 1. (2)
**[10]**

**TOTAL SECTION E: 30**
**GRAND TOTAL: 150**

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