BUSINESS COMMUNICATION

THIS EXAMINATION PAPER CONSISTS OF 2 SECTIONS:

SECTION A:
CONSISTS OF 4 QUESTIONS
ANSWER THREE OF THE QUESTIONS (40 MARKS)

SECTION B:
CONSISTS OF 3 SHORT QUESTIONS
ANSWER TWO OF QUESTIONS (60 MARKS)

INSTRUCTIONS:

1. Read the following instructions carefully before answering the paper, as failure to act upon them will result in a loss of marks.
2. Write your answers in your answer book, which is provided in the exam.
3. Ensure that your name and student number are clearly indicated on your answer book.
4. Write your answers in either blue or black ink in your answer book.
5. Read each question very carefully before you answer it and number your answers exactly as the questions are numbered.
6. Begin with the question for which you think you will get the best marks.
7. Note the mark allocations for each question – give enough facts to earn the marks allocated. Don’t waste time by giving more information than required.
8. You are welcome to use diagrams to illustrate your answers.
9. Please write neatly – we cannot mark illegible handwriting.
10. Any student caught cheating will have his or her examination paper and notes confiscated. The College will take disciplinary measures to protect the integrity of these examinations.
11. If there is something wrong with or missing from your exam paper or your answer book, please inform your invigilator immediately. If you do not inform your invigilator about a problem, the College will not be able to rectify it afterwards, and your marks cannot be adjusted to allow for the problem.
12. This paper may be removed from the examination hall after the examination has taken place.

Examiner: M Wepener
SECTION A (40 MARKS)

ANSWER THREE OF THE QUESTIONS

NOTE: QUESTION 1 AND 2 ARE COMPULSORY

QUESTION 1 – COMPULSORY

(a) Assess the following document for accuracy, clarity, brevity and emphasis:

**Telephone Message**

To: C. Wolters  
From: A. Le Roux  
Tel: 021 982 8394

Telephone  
Will phone again  
Please phone back

Message: Chantel requires the weekly stationary reconciliation in order to prepare this week's delivery.

Date: 15/07/2012  
Time: 15h07  
Message taken by: Petro Botha

(49 words)

(b) List any five items that must appear on a formal invitation.  (5 x 2 = 10) [20]

AND

QUESTION 2 – COMPULSORY

(a) i. Name the following punctuation mark: ;  (2)

ii. List three uses of the above punctuation mark.  (3)

(b) List five other forms of punctuation.  (5) [10]

AND
NOTE: ANSWER EITHER QUESTION 3 OR QUESTION 4

QUESTION 3
Illustrate Jacobson's communication model by means of a diagram. [10]

OR

QUESTION 4
List and briefly discuss any five types of feedback. [10]

[40]
Malema's mine rallies slammed by NUM chief

September 5 2012 at 09:00am

BALDWIN NDABA and KRISTEN VAN SCHIE
baldwin.ndaba@inl.co.za

EXPELLED ANC Youth League president Julius Malema has been accused of fuelling the "economic sabotage" of mines with his repeated calls to aggrieved miners to declare the industry "ungovernable".

The attack on Malema was unleashed by NUM general secretary Frans Baleni yesterday after the youth leader had addressed rallies at various mines.

Malema accused the trade union of selling out its members to mine bosses.

Without mentioning Malema's name, Baleni said comments by people "who seek political survival" were likely to harm the mining industry. He also accused Malema of spending more than R1 million on entertainment while he was still the ANC Youth League president.

Baleni claimed mine bosses channelled millions of rand to the Youth League but Malema turned against them after he was expelled.

According to Baleni, Lonmin was interested in wage discussions with the unions after the striking workers had agreed to go back to work.

NUM leaders said the negotiations were dragging because Amcu had pulled out of the peace talks.

The union leaders blamed Amcu leaders for the chaos in the mining industry.

They said Amcu was responsible for a series of illegal strikes which had led to increasing job losses.

"As NUM, we are committed to finding a solution. Amcu must return to the talks as the unity of the working class is important," Baleni said.

Peace talks were expected to continue today at Rustenburg Civic Centre.

"We were hoping to have some sort of resolution by Monday, but that wasn't the case," said Lonmin spokeswoman Sue Vey.
"The discussions were postponed to today, to give all parties time to regroup and reflect on the conditions of the peace accord".

Gold One’s Modder East mine in Springs reported a return to normal production, but the strike at Gold Fields’ KDC East mine on the West Rand continues.

Source: www.iol.co.za

QUESTION 1

Write a précis of this passage in no more than 200 words. Keep the following in mind:

1. Analyse the content and express the following in one sentence:
   - subject
   - action
   - object
   - environment
   - other factors

2. Write the summarising sentence and title gained from your answer to question one.

3. Underline the key concepts and write a rough draft.

4. Count the words of your draft (adjust it if necessary).

5. Write the final version and check the word count (adjust if necessary).

6. Count the final number of words and indicate this at the end of the précis.

Only hand in the final draft of your précis. You will be assessed according to the guidelines provided above. [30]

AND / OR

QUESTION 2

Nica Hall is a very successful businesswoman and the managing director of the successful and very famous music studio called The Dream Castle.

Nica has decided to host a recognition ceremony dedicated to the rock bands of Cape Town. This ceremony will be hosted annually on 15 December at the prestigious Maestro’s restaurant at Woodbridge Island in Milnerton. This will be a black tie event and guests will have to dress according to the specified dress code.

Guests have to RSVP three weeks before the time.

Starting time for the ceremony will be 19h00.
(a) Write a formal invitation to Mr and Mrs E Wepener. Use the following information:

- The invitation comes from you, the public relations officer of The Dream Castle. Your e-mail address is dreamcastle@mweb.co.za
- Postal address of The Dream Castle: 48 Roeland Street, Cape Town, 8000
- Telephone number for The Dream Castle: 021 950 6000

You will be assessed according to the format, style, structure, your writing ability and overall impression of your letter. (20)

(b) Write a reply to the formal invitation from Mr and Mrs E Wepener, accepting the invitation to the ceremony.

Use the following information:

- Address of Mr and Mrs E Wepener: 25 Beach Drive, Mouille Point, Cape Town, 8001.
- The invitation was accepted on 1 November 2012.

You will be assessed according to the format, style, structure, your writing ability and overall impression of your letter. (10) [30]

AND / OR

**QUESTION 3**

Nica Hall, managing director of The Dream Castle, has decided to make use of the services of the very well known events co-ordinator and caterer, Chantell Gouws, who owns Green Events. Chantell will be responsible for the co-ordination, decor and catering of the function mentioned in question two above.

(a) Chantell also has to do the public relations for the event. Write a letter to the press giving details of the event. Use the following information:

Chantell's contact details:
- Green Events
- PO Box 239
- Hugovale
- Cape Town
- 8000
- Tel: 021 988 8394

Address of the publication:
- Magazine for the rock bands of South Africa
- PO Box 543
- Cape Town
- 8000
Event details:
The event is taking place on 15 December 2012 at the Maestro's Restaurant, Woodbridge Island, Milnerton.

This is a glamorous, black tie event and all the top rock bands of South Africa and their managers will be there.

Nica has decided to donate a portion of the proceeds of the event to the Cape Town School of Music for further education of highly talented musicians in Cape Town.

*KFM* will make special mention of the event for one week, every weekday between 13h00 and 15h00, from 1 November 2012 to 5 November 2012.

You will be assessed according to the format, style, structure, your writing ability and overall impression of your letter.

(b) Chantell's marketing strategy is well on its way and she decides to invite Axl Rose of the rock band Guns N' Roses, to give an overview of his life and his success story at the recognition ceremony.

Write a formal letter to Mr Rose inviting him to be the speaker at the event, using the following information:

Chantell's contact details:
Green Events
PO Box 239
Hugovale
Cape Town
8000
Tel: 021 988 8394

Axl Rose's contact details:
Mr A Rose
Black Frog Touring, Inc. (Company)
LL Business Management
5900 Canoga Avenue
Suite 410
Woodland Hills, CA 91367
USA

Event details:
The event is taking place on 15 December 2012 at the Maestro's restaurant, Woodbridge Island, Milnerton.

This is a glamorous, black tie event and all the top rock bands of South Africa and their managers will be there.

Nica has decided to donate a portion of the proceeds of the event to the Cape Town School of Music for further education of highly talented musicians in Cape Town.
**KFM** will make special mention of the event for one week, every weekday between 13h00 and 15h00, from 1 November 2012 to 5 November 2012 and the SABC will be broadcasting live from the event.

The audience will consist of a live audience of approximately 3 500 as well as a home audience of approximately 15 000 people.

The ceremony will start at 19h00 and Axil will address the audience at 20h00. His speech will be 15-20 minutes long.

The topic for Axil's presentation will be 'An overview of my life and my successes as a rock artist.'

An after party will follow the event and Axil is required to stay for this photo opportunity.

You will be assessed according to the format, style, structure, your writing ability and overall impression of your letter.  

(15)  [30]  [60]

Section A: 40 marks  
Section B: 60 marks  
TOTAL: 100 MARKS