



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4

(First paper)

31 May 2023

This marking guideline consists of 8 pages.

QUESTION 1: PRECIS

- Blood donation is an important solution to life-threatening conditions.
- South Africa needs around 810 000 units of blood every year.
- Accident victims, people with anaemia and patients undergoing surgery all need blood transfusions.
- Less than 1% of South Africans are regular donors hence there is always a shortage.
- Donors wishing to donate blood undergo a mini medical check to ensure that they are healthy.
- The blood drawn is then tested for HIV and other infectious diseases.
- The blood tests and donor records are kept anonymous throughout the process.
- The donated blood is separated into three components, namely red cells, platelets and plasma.
- Red cells provide oxygen to body tissue in patients who lost blood due to bleeding or because of severe anaemia.
- Red cells can be stored for up to 42 days or until need by a patient.
- Platelets are used to prevent blood loss and stop bleeding.
- Platelets are beneficial for those on chemotherapy or with blood cancers and those who have undergone bone marrow transplant.
- Plasma can be used to treat burns, liver diseases and infections.
- Plasma can be frozen and stored for up to one year before use.
- After processing, the blood products get distributed to hospitals and kept on standby until needed.
- Antibodies made by the immune system circulate in plasma and can be used to treat infections.

Content:	10	A maximum of 10 important points indicated by ticks ✓
Language:	2	Own words with no errors in grammar, spelling and punctuation
Coherence:	1	A complete paragraph with ideas flowing smoothly
		-1 if candidates used bullets or numbering
Words:	1	95–100 words indicated below the precis
Heading:	1	Own heading in capital letters

CONTENT	LANGUAGE	COHERENCE	WORDS	HEADING
10	2	1	1	1

[15]

QUESTION 2: LETTER TO THE EDITOR

SOUTH AFRICAN NATIONAL BLOOD SERVICE*

Tel: 051 915 1112*
Fax: 057 915 1111*
Email: Any email address*

PO Box 119*
Bloemfontein*
9300*

1–5 November 2022

The Editor*
Any newspaper name*
Any address*
Bloemfontein*
Any code*

Sir/Madam*

SHORTAGE OF BLOOD DONORS*

PAR 1

Give the reason for writing the letter, e.g. you have noted with concern the decrease in the number of people who are donating blood. ✓✓

Invite community members to come in numbers to donate blood at your upcoming drive. ✓

Mention the dates of the drive. ✓

Mention any two benefits of donating blood. ✓✓

e.g. Your blood can save lives of accident victims, those with anaemia, patients undergoing surgery.

Explain that all potential donors will undergo a mini medical check to ensure that it is safe for them to do so. ✓

Indicate that the test results and donor records are kept anonymous throughout the entire process. ✓

Provide contact details for those seeking further information. ✓

End your letter with a goodwill message. ✓✓

Yours faithfully*

Sign*

TUTU KGASAPANE*
PROVINCIAL COORDINATOR*

Content:	10	Indicated by ticks ✓	
Language:	5	No language errors or good language with only one or two language errors	5
		Average language	3-4
		Weak language, below standard or poor language	1-2
Format:	5	-1 for each error in arrears marked with *	

CONTENT	LANGUAGE	FORMAT
10	5	5

[20]

mytvet.co.za

QUESTION 3: INVESTIGATION REPORT**SOUTH AFRICAN NATIONAL BLOOD SERVICE*****INVESTIGATION REPORT ON WHY COMMUNITY MEMBERS ARE NOT
DONATING BLOOD✓****1. TERMS OF REFERENCE**

On 10 November 2022✓ the provincial coordinator/Mr/Ms Tutu✓ instructed the manager✓ to investigate why community members were not coming in numbers to donate blood.✓ The report had to be completed by 20 November 2022.✓

2. PROCEDURE (THREE METHODS USED)

Methods used to investigate the community's response:

- Meeting✓
- Interviews✓
- Questionnaires✓
- Any other relevant method

NB: The methods must be presented in a full sentence in past tense.

3. FINDINGS

State the findings obtained through each method.✓✓✓✓✓✓

(3 × 2)

4. CONCLUSIONS

Summarise the findings.✓✓

5. RECOMMENDATIONS

Suggest a plan of action on the basis of the findings obtained.✓✓✓
e.g. Conduct regular awareness programmes in the communities.
Do regular talks at school and institutions of higher learning.

COMPILED BY:

NAME AND SURNAME [U/C]*

THE MANAGER*

PO BOX 119*

BLOEMFONTEIN*

9300*

Tel: 051 915 1112*

Fax: 051 915 1111*

20 November 2022*

Content:	20	Indicated by ticks ✓	
Language:	5	No language errors or good language with only one or two language errors	5
		Average language	3–4
		Weak language, below standard or poor language	1–2
Format:	5	-1 for each error in arrears marked with *	

CONTENT	LANGUAGE	FORMAT
20	5	5

[30]

mytvet.co.za

QUESTION 4: EMAIL

To: TshabalalaL@motheotvet.edu.za/Any email address – not a name*
Cc:*
Subject: Response to invitation to address students*

Dear Ms Tshabalala*

Goodwill sentence✓✓
 Thank you for inviting me to address your students on the importance of donating blood.

Indicate the day✓ and time✓ when you will be able to address the students.

I would appreciate if you could book a venue that has an overhead projector✓ as I would like to share pictures during my presentation.✓

Lastly, will it be possible to set up a gazebo outside the venue✓ in order to assist students who would like to register as blood donors?✓

Goodwill sentence
 Looking forward to the visit✓✓

Kind regards*

Kgasapane T*

Content:	10	Indicated by ticks ✓	
Language:	5	No language errors or good language with only one or two language errors	5
		Average language	3–4
		Weak language, below standard or poor language	1–2
Format:	5	-1 for each error in arrears marked with *	

CONTENT	LANGUAGE	FORMAT
10	5	5

[20]

QUESTION 5: TELEPHONE MESSAGE

SOUTH AFRICAN NATIONAL BLOOD SERVICE*

TELEPHONE MESSAGE

To: Tutu Kgasapane*

From: Ms Motaung*

Company: Bloemfontein Community Library*

Date: 30 November 2022*

Time: Any time before 16:00*

Message:

While you were in a meeting ✓ Ms Motaung from Bloemfontein Community Library phoned. ✓

She wanted to find out if there are books and posters that the library could purchase ✓ to further raise awareness on the importance of registering to be blood donors. ✓

She would like a speedy response ✓ as the library is finalising the budget for its community outreach programmes. ✓

Contact her by 16:00 ✓ on 057 910 0022. ✓

Taken by: Rosina

Content:	8	Indicated by ticks ✓	
Language:	4	No language errors or good language with only one or two language errors	4
		Average language	2–3
		Weak language, below standard or poor language	1
Format:	3	-1 for each error in areas marked with *	

CONTENT	LANGUAGE	FORMAT
8	4	3

[15]

TOTAL: 100