

**ENN1504  
REN1504**

October/November 2011

**PRACTISING WORKPLACE ENGLISH (ENGLISH 104)**

Duration 2 Hours

100 Marks

**EXAMINERS****FIRST**

MRS V HLATSHWAYO

MR JD PROCTOR

**SECOND**MRS TP SHANDU  
DR MMK LEPHALALA

MR CS NDLANGAMANDLA

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**This examination question paper consists of 4 pages.**

**INSTRUCTIONS**

- 1 ANSWER ALL THREE QUESTIONS
- 2 READ THE INSTRUCTIONS CAREFULLY TO ENSURE THAT YOU MEET THE REQUIREMENTS OF EACH QUESTION.
- 3 ATTEND TO BOTH CONTENT AND ENGLISH LANGUAGE IN YOUR ANSWERS

**TURN OVER**

**Question 1****MINUTES OF A MEETING**

As secretary to the head of the Sales Department at a motor vehicle dealership called Zodiac Motors, it is your task to take minutes of meetings. Below is a transcript (exact words written down) of what was said during part of a meeting, presented in the form of a dialogue.

At this point the sales representatives are discussing one item, listed on the agenda as

**5.2 Unfair competition from Constellation Car and Truck Sales**

Write the minutes of the discussion of only this one agenda item.

Your answer should be approximately ½ page in length.

Note that the complete format for minutes is not required. Remember that in taking minutes we carefully select and summarise information, and make changes to style and grammar. It is usually not necessary to record what each and every person said in turn.

**Transcript of part of the meeting**

- Ms Mazibuko (Chair)      Now let's move on to item 5.2, the unfair competition thing. Mr Moloto, you put this one on the agenda. Give us a bit of background on it, please.
- Mr Moloto                      Yes, well, we've got a little problem, I think. In the past week alone I've lost a couple of customers to Constellation across the road, because they offer the customers a much bigger discount than we're allowed to offer on our Zodiac cars. Not that they're doing anything illegal, of course, but I think we should complain to our Head Office marketing people. They've got to let us give bigger discounts if they want us to sell cars.
- Ms Green                        Sorry, Madam Chair, but I must say something here. As the previous speaker noted, they're not doing anything illegal. What they are doing is shooting themselves in the foot. I mean, if they give such ridiculous discounts the cars won't really have the same resale value, and the customers will lose out in the long run. For the sake of our customers, we've got to protect the resale value of Zodiac cars.
- Mr Baloyi                        Yes, and remember that with us they get a better deal, even with a smaller discount. Zodiacs are built forever. Those Constellations are junk – you see parts flying when you step on the brake or turn a corner! Our after-sales service plans go for a year longer than theirs. Let me tell you something – if you ask Head Office Marketing for more discount flexibility, they'll laugh in your face. You can forget it.

**TURN OVER**

- Ms Mazibuko Well, I reckon it's not exactly easy to get around this one. It's true that our deal is better, but then how do you explain that we lost the customers to that scrap yard across the road? It doesn't help us if we can't make the sales.
- Ms Green We're not really targeting the same market, you know. We sell to people who want quality, and not to short-sighted people who think they're clever when they do things on the cheap. Let Constellation deal with the queues of cars brought in for repair, still under guarantee. The good customers will buy from us, and I don't think we've been doing too badly.
- Ms Mazibuko OK. I also think it's unlikely that Head Office will change their policy on discounts just for us. What we need to do is figure out how to convince customers that what we have to offer is better. Let's get together and workshop the thing. We need a proper comparison of their product and ours. We need to be able to put our case – but in a way that doesn't make the customer think we're worried about the competition. What do you guys think?
- Mr Moloto Sounds OK to me. But I still think we should make Head Office aware of the issue. They could help by bringing out a new brochure, or adverts pushing the 'Built forever' idea, or something.
- Ms Mazibuko OK, I'll put something in my next report to them. I'll also schedule a morning workshop so we can develop a more effective sales pitch targeting the sort of customers we are losing. Now let's move on to the next item.

[30]

**Question 2****WORKPLACE CORRESPONDENCE – WRITING SKILLS**

The following email was sent to the editor by a disgruntled newspaper reader. She was informed that she had won a prize for the crossword puzzle, but she has been waiting for two months for her gift to arrive.

Revise, edit and proofread the message, paying careful attention to the ideas and information, paragraphs, writing style and English usage.

Mr Smith

I getting sick and tired of writing the same thing over and over and over again and I am repeating again the same thing and my words falling on deaf ears and it seems as if no one is paying me attention that I deserve and atleast send me a respond, remember that I have being writing and writing and you are not keeping your promise to write back, this is making me quiet boring. At this particular point in time, I am writing email for the 4<sup>th</sup> occasion. I keep telling you that I do not received my gift that i won from your newspaper. I am quiet disgusted with this idiots u call call center attendance, their are useless and not helpful at all. Why did

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you employed them, I have sisters and brothers, they are competent peoples who are qualified and they are sitting at home and they not working and you are busy to employing useless people at your newspaper My younger brother pass his matric certificate with distinction and he passed his training with distinction, be he does not have job, how can you do this to me, you promised and you are suppose to deliver, people like you are like fat cats who should be striped off their jobs You raised up my hopes and you always saying next week next week who do you think you are  
SEND MY PRICE OR YOU WILL SEE!!!!

Your answer should be approximately ½ page in length

[30]

### Question 3

#### REPORT WRITING

You are the Director Human Resources in an organisation

The Chief Executive Officer (CEO) of the organisation has asked you to investigate what lies behind complaints from foreign employees that they are being harassed and threatened by staff and discriminated against by line managers despite the fact that they have work permits and are legally employed Some non-national employees have alleged that this ill-treatment reflects the Xenophobia that has received a lot of coverage in the press in recent months

Write a short formal report on your investigation into this matter You are to submit it to the office of the CEO by 30 November 2011

You should include a title and use the following subheadings

- 1 Terms of reference
- 2 Procedures
- 3 Findings
- 4 Conclusions
- 5 Recommendations

Your report should be 3 – 4 pages in length

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**TOTAL MARKS: 100**