



# NAMIBIA UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF HUMAN SCIENCES

DEPARTMENT OF TECHNICAL AND VOCATIONAL EDUCATION AND TRAINING (DTVET)

COURSE CODE: PWR611S	COURSE NAME: PROFESSIONAL WRITING
DATE: JUNE 2022	MODE: FM & PM
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY QUESTION PAPER	
EXAMINER:	DR T.H.N FRANS
MODERATOR:	MS KAROLINE DU PLESSIS

INSTRUCTIONS
<ol style="list-style-type: none"><li>1. Answer ALL the questions.</li><li>2. Write clearly and neatly.</li><li>3. Number the answers clearly.</li></ol>

## PERMISSIBLE MATERIALS

1. Examination paper
2. Examination script

## SECTION A: GENERAL QUESTIONS

[10]

Answer the following questions

### Question 1

- 1.1. On the company's letter head, there is useful information about how the company can be contacted. Name any three elements of such information. (3)
- 1.2. In your own words, explain what fully blocked format means and give one reason why this format is preferred over business letter formats. (2)
- 1.3. Name three steps of the writing process. (3)
- 1.4. Explain what discriminatory language mean. (1)
- 1.5. Which voice should you use in business writing correspondence? (1)

## SECTION B

### QUESTION 2

[30]

Read the following article. After the company has explored all the avenues, it came to the final decision that a number of employees must be retrenched. Now, write a **Bad News letter** to one of your employees to be retrenched.

**SABS 'contemplates' 170 retrenchments to save R150m**

By: Eunice Stoltz 12 Apr 2021

#### Edited

The embattled South African Bureau of Standards (SABS) plans to retrench 170 employees in a R150-million cost-saving endeavour. The SABS was placed under administration by the department of trade, industry and competition in October 2018, and has since then implemented a three-year turnaround strategy. But the financial state of the institution has continued to deteriorate. Jodi Scholtz, the lead administrator in the turnaround strategy, told parliament's committee on trade and industry on 17 March, that the SABS group recorded a year-end loss of R74-million in 2020. The institution did not achieve its revenue targets and is below budget by R26-million.

"While there is progress in many areas of the business, the compensation of employees remain the highest cost item, sitting at 65% of the total operating expenditure. The decline in revenue due to loss of customers has further been exacerbated by the impact of Covid-19, rendering it unsustainable to carry the labour costs as currently structured," said Scholtz.

A notice sent out to staff on 11 March reads that the SABS "is currently contemplating reducing its headcount based on operational requirements (retrenchments). As such we would like to commence with the consultation process in terms of section 189 (3) of the Labour Relations Act." According to the notice, "there is a need to restructure in order to ensure efficient and effective operations of its business, and in so doing, achieve revenue growth and reduction in operating expenditure." In

accordance with the Act, the SABS and the Commission for Conciliation, Mediation and Arbitration held discussions on 8 April to appoint a facilitator who will lead the consultation process.

The SABS has 832 employees. Consultations with staff members are yet to begin and will explore alternatives to retrenchment. Employees will also be able to choose early retirements or voluntary separation packages.

## SECTION C: REPORT WRITING

[40]

### QUESTION 3

Read the adapted newspaper report below (The Namibian, 7 April 2022) and then answer the questions that follow.

The Minister, in the Ministry of Environment, Forestry and Tourism, Pohamba Shifeta, is concerned about the unending **severe droughts, floods and changes to the farming seasons in the country**. He **asked you, the** Executive Director in the Ministry, Teofilus Nghitila, to investigate the impact of climate change which will lead to a reduction in production output in Namibia. The report will be used during the launch of the European Union (EU) action plan on climate change on the 22 May 2022 in Windhoek.

## Govt warns of more drought, farming impacts

News - National | 2022-04-07

by Shelleygan Petersen

IMPACTS ... Namibia remains vulnerable to the impacts of climate change.

**AFTER almost seven years of drought, the government foresees more severe droughts, floods and changes to the farming seasons.**

This was said by the Executive Director in the Ministry of Environment, Forestry and Tourism, Teofilus Nghitila. He further mentioned that "This will cause more frequent and longer droughts, more heatwaves, more frequent and severe veld fires and even increased flooding, as rain patterns change".

"This phenomenon has been the case in Namibia. Last year alone, we witnessed many veld fires in the country that really devastated farmlands in the central area of Namibia," he warned.

Nghitila said these changes are due to global warming, with experts predicting Namibian temperatures to increase by 2,7 degrees Celsius in the next two decades, and annual precipitation to decrease by 7%. "Namibia has been vulnerable in terms of climate change impact. This will lead to a reduction in production output," he said. Since 2015, the country has been facing severe droughts,

which resulted in the head of state declaring the natural disaster a national state of emergency.

Between October 2018 and August 2020, 90 000 cattle died because of the drought, 50% of them from one region – Kunene. To salvage the damage, the government spent about N\$131 million on drought relief in 2019. During that same period, Namibia experienced its driest rainfall season in 38 years, resulting in a severe drought. The drought resulted in diminished crop production, estimated at 42% below average in many areas, and left 257 383 people without adequate food, according to various United Nations agency reports. To remedy Kunene's drought woes, the government made N\$21 million available to the region for the provision of water.

Sixteen boreholes have been drilled, 19 water points have been set up, and 18 boreholes have been rehabilitated. Last month, the Cabinet introduced food assistance for affected Kunene residents as well as water services and a livestock programme. The Kunene region received 69 988 x 10kg bags of maize meal, 269 212 cans of tinned fish, 39 wildlife carcasses, cooking oil, instant porridge, and bales of hay.

## **MITIGATION MEASURES**

UN Namibia said drought events between 2013 and 2016 have affected about 450 000 people and caused massive food insecurity. In 2019, the annual agricultural output in Namibia and Botswana fell below 50% of the five-year average, and lower than 40% in Zimbabwe. Nghitila further said Namibia's legal framework on climate change is progressive and strong enough to support and allow for finding solutions to address climate change. The executive director believes their current efforts will stabilise the situation in the future with the Environmental Investment Fund (EIF) at the forefront.

“When we are talking about the mitigation and adaptation of climate change measures, we are looking for activities that have tangible impacts. We believe with support and dedication from EIF, we can reduce greenhouse emissions in Namibia,” Nghitila explained.

## **EFFORTS**

EU ambassador Sinikka Antila said this project is part of the action to support Namibia's efforts in achieving its national determined contributions (NDCs). “The country's recently (2021) updated

NDCs, in which it made aggressive proposals to reduce up to 91% of its emissions by 2030, as compared to the already ambitious 89% greenhouse gas (GHGs) emission targets committed in 2015 are highly commendable,” he said. The updated NDCs indicate an improvement in the commitment of Namibia’s devotion to meeting the Paris Agreement goal and following the road to net zero, she added.

The ambassador said the launch of the EU Action on the support to Namibia's NDCs is part of this effort. “It is very important and encouraging that Namibia remains resolutely committed to the Paris Agreement, and to taking practical and ambitious action to reduce emissions and ensure a climate-resilient economy. “Namibia's mitigation commitment is in the form of a decrease in GHG emissions compared to the business-as-usual baseline over the 2015-2030 period,” she said.

#### INSTRUCTIONS FOR ANSWERING THIS QUESTION

1. You may use relevant information from the article and invent any detail required, but you may not copy whole sentences from the article.
2. Write **ONLY** the following sections of the report
  - The identification section
  - The terms of reference section
  - The procedures section (give 2 methods used)
  - The conclusion section (provide at least 3 practical recommendations)
  - Your signature and the completion date
  - **DO NOT WRITE THE FINDINGS SECTION**
  - Number of words: 400

#### SECTION D

##### Question 4: Business Proposals

[20]

- 4.1 In your own words, define what a business proposal is. (2)
- 4.2 Distinguish the difference between a solicited and an unsolicited proposal. (4)
- 4.3 An informal proposal comprises six sections. State three aspects that should be written in the Authorisation request section of the proposal. (3)
- 4.4 Provide three key elements of a winning proposal. (3)
- 4.5 What is the main function of a business proposal? (1)
- 4.6 Mention any four tips that should be considered about the tone and style of business proposals. (4)

4.7 Suggest any three ideas that can be used as hooks in informal business proposal letters (3)

**END OF THE EXAM PAPER**