



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

**NATIONAL CERTIFICATE
NOVEMBER EXAMINATION
COMMUNICATION N4
(Second Paper)**

22 NOVEMBER 2016

This marking guideline consists of 5 pages.

QUESTION 1: BASIC COMMUNICATION PRINCIPLES

- | | | | | |
|-----|--------|--|----------|------|
| 1.1 | 1.1.1 | C | | |
| | 1.1.2 | D | | |
| | 1.1.3 | B | | |
| | 1.1.4 | B | | |
| | 1.1.5 | A | | |
| | 1.1.6 | C | | |
| | 1.1.7 | D | | |
| | 1.1.8 | B | | |
| | 1.1.9 | A | | |
| | 1.1.10 | A | | |
| | | | (10 × 1) | (10) |
| 1.2 | 1.2.1 | The person who initiates the conversation. | | |
| | 1.2.2 | The information that is conveyed during the process of communication. | | |
| | 1.2.3 | The way in which the message is sent from the sender to the receiver and feedback sent by the receiver back to the sender. | | |
| | 1.2.4 | The message the receiver sends in response to the sender's message. | | |
| | 1.2.5 | Anything that may prevent communication from taking place successfully. | | |
| | | | (5 × 1) | (5) |
| 1.3 | 1.3.1 | The lecturer when he asks what communication is. | | |
| | 1.3.2 | The question the lecturer gives when asking what communication is. | | |
| | 1.3.3 | Face-to-face/Voice | | |
| | 1.3.4 | When Taki replies that "It is when people are having a conversation, sir" | | |
| | 1.3.5 | When a telephone rings during the conversation | | |
| | | | (5 × 1) | (5) |
| 1.4 | • | Personality | | |
| | • | Frame of reference | | |
| | • | Reasoning | | |
| | • | Emotions | | |
| | | | | (4) |

- 1.5
- When someone says 'I am pleased to meet you' while extending their hand to shake the hand of the person with whom they are speaking.
 - A sales person who is busy at his desk says to the customer 'How may I help you' and stands up to face the customer. (2 × 2) (4)

- 1.6 It means that the same non-verbal message does not have the same meaning to receivers of the message in different parts of the world. (2)

1.7

ELEMENTS	INTERPERSONAL COMMUNICATION	MASS COMMUNICATION
Sender	The sender usually knows the audience.	The sender does not know the audience.
Message	The message is personal. It is either a prepared or spontaneous message aimed at an individual or small group.	It is impersonal and usually a prepared message aimed at a large audience.
Channel	It is either direct, face-to-face or indirect channels of transmission.	Usually it is a technical means of indirect transmission.
Feedback	Feedback it is immediate or delayed, verbal or non-verbal, direct or indirect.	Usually it is delayed, verbal and indirect.
Receiver	Usually the receiver is known to the sender.	The receiver is not known to the sender.

(10)
[40]

QUESTION 2: INTERPERSONAL RELATIONSHIPS AND SOCIAL INTERACTION

- 2.1 Self-image is defined as a person's idea of what they are. (1)
- 2.2 Poor self-image (1)
- 2.3 Because she has poor social skills. (2)
- 2.4
- She must see all failure and disappointment in a positive light.
 - She must control her feelings.
 - She must pat herself on the back when she has achieved her goals.
 - She must try to interpret other people's behaviour and intentions positively.
 - She must recognise her strengths and weaknesses, set realistic goals and plan how to achieve them.
 - She must never say bad or negative things about herself.
- (Any appropriate 6 × 2) (12)

2.5	No		(1)
2.6	<ul style="list-style-type: none"> • She does not socialise with other students. • She does not participate in any group discussions in class. 	(2 × 2)	(4)
2.7	Esteem needs		(1)
2.8	Semantic barriers occur when the meaning of words used to communicate is misunderstood or when different meanings are attached to a specific word or expression.		(2)
2.9	<ul style="list-style-type: none"> • By using plain language in all messages. • Ensuring that no ambiguous messages are sent to the receiver. 	(Any appropriate 2 × 2)	(4)
2.10	2.10.1 Security or safety needs 2.10.2 Social or affiliation needs	(2 × 2)	(4) [30]

QUESTION 3: INTRODUCTION TO ORGANISATIONAL COMMUNICATION

3.1	3.1.1 Line and staff organisation 3.1.2 Functional organisation 3.1.3 Line organisation	(3 × 1)	(3)
3.2	<ul style="list-style-type: none"> • Written communication is time consuming. • There is no automatic feedback from the person that you have written to. • You have no insurance that the message was received and read by the audience. 	(Any appropriate 2 × 1)	(2) [5]

QUESTION 4: INTERVIEWS

4.1	4.1.1 Do you have a valid work permit?		
	4.1.2 Why do you want to work for us?		
	4.1.3 You say you like sport. What sport would you like to introduce to staff members?		
	4.1.4 I think staff members should wear uniform, don't you?		
	4.1.5 If one of your staff members asks you to leave early, what would you do?	(Any appropriate 5 × 1)	(5)

- 4.2
- Listen before you speak.
 - Think before you speak.
 - Think while you are speaking and listen to what you are saying.
 - Take your time to answer difficult questions.
 - Answer specific questions specifically.
 - If you don't understand a question, ask the interviewer to rephrase it or make the question clear.
 - Talk spontaneously without talking too much about one aspect.
 - What you say should be related to the position you have applied for.
 - Express your answers clearly and simply. (Any 4 × 1) (4)
- 4.3 A disciplinary interview is a pre-planned, confidential, formal, face-to-face conversation between an employer and an employee in order to persuade an employee to change their behaviour and become an effective employee again. (5)
- 4.4
- Stealing company property
 - Insubordination (Any appropriate 2 × 1) (2)
- 4.5
- Physical barrier
 - Semantic barrier
 - Psychological barrier
 - Intercultural barrier (4 × 1) (4)
- [20]**

QUESTION 5: MEETING PROCEDURES

- 5.1 When a member deliberately decides not to vote.
- 5.2 A temporary committee formed for a specific purpose.
- 5.3 A list of business aspects to be attended to at a meeting.
- 5.4 To convene a meeting is to inform or give notice that a meeting is arranged.
- 5.5 The exact words spoken by the speaker. (5 × 1) [5]
- TOTAL: 100**