higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CE RTIFICATE

MANAGEMENT COMMUNICATION N4
(Second paper)

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This marking guideline consists of 7 pages.

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QUESTION 1: BASIC COMMUNICATION PRINCIPLES

1.1 1.1.1 Mass communication✓
A sender (organisation) uses an appropriate medium/channel (complicated technology) to send a simultaneous message TO a large group (wide audience) WHO receives the message individually AND whose feedback is indirect and delayed.✓✓

1.1.2 Interpersonal communication✓
It is communication between people (two/more individuals or groups).✓✓

1.1.3 Extrapersonal communication✓
Communication with a non-living object or non-human life form.✓✓
(3 × 3) (9)

1.2 1.2.1 Semantics can be a barrier caused by poor language use, i.e. technical language (jargon), ambiguous language (double meanings), etc.

1.2.2 Reasoning is thinking, understanding and forming judgements by a process of logic.

1.2.3 A frame of reference is a person's background of experiences and values which influences how one would perceive (see) a matter.
(3 × 3) (9)

1.3 1.3.1 E
1.3.2 H
1.3.3 I
1.3.4 A
1.3.5 K
1.3.6 B
1.3.7 D
1.3.8 F
1.3.9 C
1.3.10 G
(10 × 1) (10)

1.4 1.4.1 Small talk is formally known as phatic communication (communion). (Do NOT accept *rapport*) (1)

1.4.2
- Phatic communication/*small talk* helps one establish *rapport*/a social connection.
- Putting people at ease/making them feel comfortable in a (potentially) awkward situation. (2)

1.4.3 (a)
- He identifies the speaker's main point.
- He thinks how he should react to that. (Any relevant fact)

(b) A person may:
- Gain knowledge and/or understanding
- Improve interpersonal relations
- Prevent misunderstandings
- Improve efficiency as problems are identified and dealt with in good time
- Gain good public relations/client services resulting in goodwill and increased customer loyalty

(Any TWO facts) (2 × 2) (4)

1.5 1.5.1 Filler sounds (1)

1.5.2 Empathy/respect/understanding (Any 1 × 1) (1)

1.5.3 The place where he is from/where he grew up (Must give an idea of place) (1 × 2) (2)

1.5.4 How fast/slow he speaks (1)
[40]

QUESTION 2: INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION

2.1 2.1.1
- The mass media can portray false or unrealistic standards of being beautiful, etc.
- As a result, people can feel negative about themselves/experience feelings of not fitting in/not belonging/ not good enough
- and may withdraw or isolate themselves/may not reach their full potential. (3)

2.1.2
- Family can affirm/support who a person is
- by giving complements, emphasising a person's stong/good points and by not comparing,
- by not making disparaging remarks about a person's appearance but instead provide constructive advice.
- The encouragement and real care will boost a person's self-esteem. (Any 3 × 1) (3)

2.1.3 Physical, Psychological, Skills, Intellectual, Sexual (Any 4 × 1) (4)

2.1.4
- Know your strengths and weaknesses.
- Set realistic goals.
- Adopt a positive*/can-do* attitude.
- Don't be self-critical (don't make bad remarks about yourself).
- Practice self-care/self-affirmation.
- Be proud of your achievements.
- Accept compliments gracefully.
- Judge/weigh criticism (if justified, accept it/if not, ignore it).
- Control your emotions.
- Decide to be happy/positive every day.
- Remember always it is up to you to change your self-image.
- Be more sociable - meet different people.
- Take up new extramurals.
- Travel or get out of your neighbourhood and broaden your perspectives. (Any FOUR reasonable alternatives) (4 × 1) (4)

2.2 2.2.1 Self-actualisation
2.2.2 Security (income)
2.2.3 Basic (physical/physiological need)
(3 × 2) (6)

2.3
- Gatekeeping is the deliberate creation of a barrier
- keeping someone or something out.
- Example: Only allowing certain staff to a high security area.
(Any example of not allowing everyone or everything) (3 × 1) (3)

2.4 It is evaluating other cultures according to preconceived perceptions/beliefs originating in the standards or customs of one's own culture. (2)
[25]

QUESTION 3: INTERVIEWING

3.1 3.1.1
- There is an exchange of information
- between the interviewer and interviewee.

3.1.2
- The interviewee tries to persuade the interviewer that he/she is the most suitable candidate for the position.
- It can also be vice versa in the case of a scarce skill where the interviewer tries to persuade the candidate that the company is a good fit.

(2 × 2) (4)

3.2 3.2.1 Face-to-face
3.2.2 Psychometric
3.2.3 Case
(3 × 1) (3)

3.3 3.3.1

- Notify reception of the applicant's name and time of the appointment.
- Be well-groomed. Consider the image of the company, your own credibility.
- Be ready at the appointed time and allow a minimum of 15 minutes for each interview.
- Have clear aims regarding the suitability of the candidate you want to select.
- Study all details available regarding the candidate and make notes.
- Prepare suitable questions (a variety which will test various strengths).
- Provide clear instructions/directions regarding the interview location.
- A secretary should meet each candidate and announce each one.
- Apologise to the candidate if the interviewer is late.
- Ensure the venue is cleaned beforehand.
- The venue should be chosen for its suitability (quiet, privacy).
- Possible barriers (e.g. ringing telephone, interruptions, noise, uncomfortable furniture) should be eliminated.
- Be aware of personal bias/prejudice. (Any 1 × 1) (1)

3.3.2

- Establish rapport/Put candidate at ease by making *small talk,* e.g. commenting on the weather*,* 'How are you?
- Offer a refreshment, glass of water.
- Explain the format of the interview (tests, etc.).
- Ask questions clearly, short and to the point (mostly open-ended questions).
- Observe/be alert to candidate's non-verbal responses which will give certain indications.
- Avoid asking personal/discriminatory/biased questions.
- Allow candidate to talk freely.
- Avoid making quick judgements.
- Make notes which may assist in your assessment later.
- Do not ask two questions in one.
- Give clear instructions on 'what the next steps are'.

(Any reasonable relevant TWO points) (Any 2 × 1) (2)

3.3.3
- Create a good first impression (greet, be polite, make eye contact, firm handshake).
- Sit only when invited to do so.
- Introduce yourself by name and surname (not Mr).
- Address interviewer as Mr/Ms (surname).
- Body language should be alert/attentive (not slouching).
- Keep eye contact.
- Watch interviewer's body language.
- Listen carefully and think before answering.
- If you do not understand, ask for an explanation.
- The candidate can also ask questions.
- Be conscious of your voice (how you answer will be judged).
- Be honest, do not lie. Do not criticise others.
- Be tactful.
- Do not chew gum or smoke.
- It is wise to refuse an offer of tea or coffee.

(Any relevant THREE points) (3)

3.4
- The telephone could ring (physical barrier)
- Traffic or aeroplanes overhead could interfere
- A knock on the door where the interview is being held
- A nervous applicant
- Preconceived opinions
- An interviewer who does not like the applicant because of his/her culture/gender/class
- An interviewer who thinks that women and men have very specific roles in society
- An angry interviewer/interviewee
- A tired applicant (Any 2 × 1) (2)

[15]

QUESTION 4: MASS MEDIA AND ADVERTISING

4.1 4.1.1

To promote culture	i.e. Indian channel
To advertise goods/services	i.e. main source of income for mass media
To act as a moral watchdog	i.e. expose corruption/social ills
To interpret	i.e. reports in such a way that the public can be influenced
To entertain	i.e. films, activities, competitions
To render a service	i.e. info TV programming, weather, traffic

(Any TWO facts given. Be aware of repeating: to inform and to educate)
(2 × 2) (4)

4.1.2 (a) Advertising is a paid form of nonpersonal presentation and promotion of ideas goods and services by an identified sponsor.

(b)
- Manipulative reporting is when an organisation reports the message in such a way (also known as selective reporting)
- that the public interprets it positively or negatively.

(2 × 2) (4)

4.2
- Many people get into debt because they buy expensive brands on credit,
- things which they do not really need.
- These are purchased to satisfy esteem needs.
- People have more disposable income so they are more vulnerable to advertising ploys. (Any 2 × 1) (2)

[10]

QUESTION 5: MEETINGS

5.1 5.1.1 Private meeting:
- Only members may attend.
- Only members may vote.

5.1.2 Public meeting:
- Any member of the public may attend.
- Only recommendations are put forward.

(2 × 2) (4)

5.2 5.2.1 Constitution
5.2.2 Chairperson
5.2.3 Minutes
5.2.4 Quorum

(4 × 1) (4)

5.3 5.3.1 Ad hoc
5.3.2 Convened

(2 × 1) (2)

[10]

TOTAL: 100

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