higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4
(Second paper)

(5140364)

14 November 2022 (X-paper)
09:00–11:00

CLOSED-BOOK EXAMINATION

TWO dictionaries (bilingual/explanatory) are allowed.
NO electronic dictionaries are allowed.

This question paper consists of 7 pages.

Copyright reserved

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
MANAGEMENT COMMUNICATION N4
(Second paper)
TIME: 2 HOURS
MARKS: 100

INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
2. Read all the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Use only a blue or black pen.
5. Write neatly and legibly.

Copyright reserved

QUESTION 1: BASIC COMMUNICATION PRINCIPLES

1.1 Name and explain each of the following categories of communication:

1.1.1 Satellite transmissions reach a global audience.

1.1.2 A saleslady explains the company's refund policy to a client.

1.1.3 Google uses artificial intelligence to predict user preferences.

(3 × 3) (9)

1.2 Explain how the following FACTORS influence communication:

1.2.1 Semantics

1.2.2 Reasoning

1.2.3 Frame of reference

(3 × 3) (9)

1.3 Choose an option from COLUMN B that matches an item in COLUMN A. Write only the letter (A–K) next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.3.1	Encoding	A	the code is words
1.3.2	Channel	B	loud sighs
1.3.3	Decoding	C	firm handshake
1.3.4	Verbal	D	stops message
1.3.5	Symbol	E	prepares message
1.3.6	Indirect oral	F	using space
1.3.7	Noise	G	eye contact
1.3.8	Proxemics	H	transfers message
1.3.9	Tacesics	I	analyses message
1.3.10	Kinesics	J	telephone call
		K	represents an idea

(10 × 1) (10)

1.4 Read the passage below and answer the questions:

Thabo works as a receptionist at an NPO. Each morning when he arrives at work, his manager enquires, '*How are you? How was your evening*? Thabo then responds by enquiring whether she had slept well. These seemingly insignificant interactions are called *small talk.* Once the pleasantries are done, his manager discusses the duties for the day and Thabo listens attentively.

1.4.1 What is the formal term for *small talk*? (1)

1.4.2 Give TWO reasons why *small talk* is a valuable communication skill. (2)

1.4.3 Thabo is an attentive listener.

State TWO facts regarding each of the following:

(a) What makes him an attentive listener?

(b) What are benefits of good listening skills?

(2 × 2) (4)

1.5 Acoustic semiology is not about what is said but rather HOW it is said.

Name and/or complete the following examples:

1.5.1 Thabo sometimes responds with '*er' or 'huh*' when he speaks. (1)

1.5.2 He listens without interrupting when clients are speaking. This shows ... (1)

1.5.3 What does Thabo's ACCENT convey about him? (2)

1.5.4 The tempo of Thabo's speech means how ... he speaks. (1)

[40]

QUESTION 2: INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION

2.1

THE SELF-IMAGE

Your self-image is how you perceive yourself. These impressions build up over time. It can be positive, boosting your confidence OR negative, making you doubt yourself. The opinion of others is one element which may affect how you see yourself.

[Source: *Positive psychology.com*]

2.1.1 Explain how the media can negatively influence people's self-esteem. (3)

2.1.2 How can family and friends positively influence a person's self-esteem? (3)

2.1.3 Name FOUR dimensions of the self-image (how people view themselves). (4)

2.1.4 State FOUR points to help your friend improve his/her self-image. (4)

2.2 Maslow argues that workers are motivated when their needs are satisfied. *Google* ranks No. 1 in the *Happiest Companies Survey.*

[Source: B*usinesswire.com*]

Name the NEED that was satisfied in each of the following statements made by *Google* employees:

2.2.1 'Best place to work! Lots of learning and skills training!'

2.2.2 'My wife will receive 50% of my salary for the next 10 years should I die now.'

2.2.3 'Google supplies really healthy meals to all our staff canteens.'

(3 × 2) (6)

2.3 Explain the term *gate-keeping* and give an example. (3)

2.4 Explain the term *ethnocentric.* (2)

[25]

QUESTION 3: INTERVIEWING

3.1 A job interview is a COMBINED interview, both informational and persuasive.

Explain why the job interview is:

3.1.1 Informational

3.1.2 Persuasive

(2 × 2) (4)

3.2 Choose an interview method from the following list that matches each description below. Write only the answer next to the question number (3.2.1–3.2.3) in the ANSWER BOOK.

portfolio; psychometric; group; face-to-face; case

3.2.1 A traditional interview where parties sit across one another

3.2.2 Computer-based test to determine the aptitude of the candidate

3.2.3 A specialised interview where the applicant is asked to solve a business problem.

(3 × 1) (3)

3.3 An interview is a formal interaction between the applicant and interviewer. Copy and complete the following TABLE in the ANSWER BOOK by stating how both parties should prepare before and during the interview.

HINTS	INTERVIEWER	INTERVIEWEE (APPLICANT)
Before	(3.3.1) (ONE)	
During	(3.3.2) (TWO)	(3.3.3) (THREE)

(6 × 1) (6)

3.4 State TWO possible communication barriers (during an interview) which can interfere with the performance of the applicant. (2 × 1) (2)

[15]

QUESTION 4: MASS MEDIA AND ADVERTISING

4.1 The mass media is powerful. It informs and educates.

4.1.1 Discuss TWO other functions of mass media. (2 × 2) (4)

4.1.2 Define the following examples of mass communication:

(a) Advertising

(b) Manipulative reporting

(2 × 2) (4)

4.2 Discuss the following criticism of advertising:

Advertising stimulates false needs. (2 × 1) (2)

[10]

QUESTION 5: MEETINGS

5.1 Distinguish between the following:

5.1.1 Private meeting

5.1.2 Public meeting

(2 × 2) (4)

5.2 Give ONE word for each of the following descriptions:

5.2.1 The set of rules according to which an organisation is run.

5.2.2 A person elected to control and act as referee at a meeting.

5.2.3 An accurate and unbiased record of what was discussed at the meeting.

5.2.4 A minimum number of members who must be present for a meeting to be declared valid.

(4 × 1) (4)

5.3 Choose the correct option from those given in brackets. Write only the answer next to the question number (5.3.1–5.3.2) in the ANSWER BOOK.

5.3.1 A (standing/ad hoc/special) committee is a committee elected for a specific purpose.

5.3.2 A meeting is (constituted/convened) when a notice is sent out.

(2 × 1) (2)

[10]

TOTAL: 100

Copyright reserved