higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

COMMUNICATION AND HUMAN RELATIONS N6

17 September 2020

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

1.1 1.1.1 False: it is difficult to hear a voice that's too soft; too loud voice is also piercing.

1.1.2 False: interpersonal conflicts occur among individuals or individual conflict occurs within an individual.

1.1.3 False: continuous training is necessary for employees to be familiar with work procedures.

1.1.4 False: customer is always right and it highlights areas of weakness.

1.1.5 False: it can also be in the form of writing.

(5 × 2) (10)

1.2 1.2.1 Public meeting

It is attended by general public,✓ it is not held on a regular basis✓ and members of the public would be made aware of the meeting.✓ (3)

1.2.2 Private meeting

It is attended by a specific group of an organisation✓ and sometimes public members are invited as observers.✓ Only members of an organisation are entitled to vote or make binding decisions.✓ (3)

1.3 1.3.1 Sender: is the (communicator, transmitter, source, encoder or sender) person who initiates the communication.

1.3.2 Noise: communication barrier that might prevent it from taking place or being received correctly.

1.3.3 Receiver: (addressee, respondent) the person to whom the message is directed.

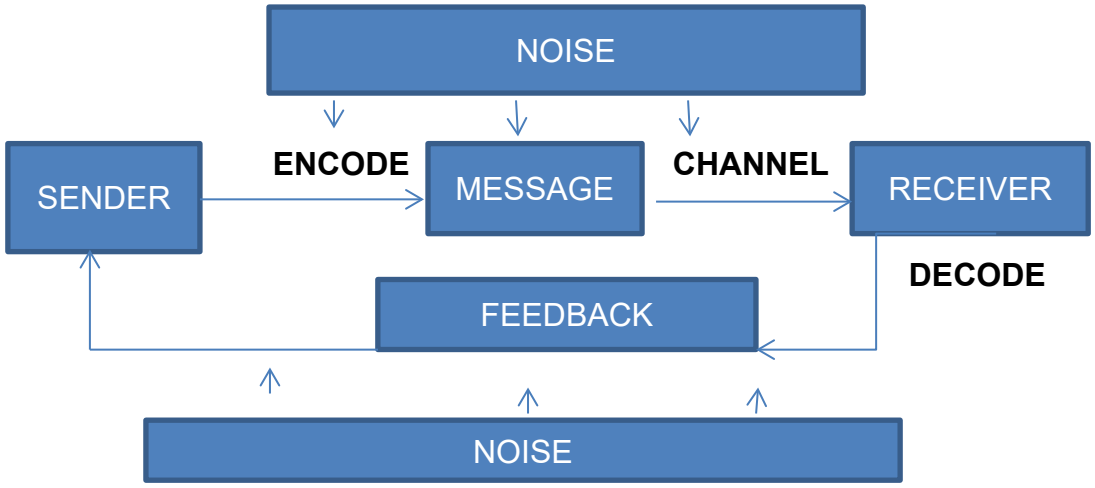
1.3.4 Channel: the way in which the message is sent from the sender to receiver and feedback from the receiver to sender.

1.3.5 Encode: formulation of thoughts into a message.

(5 × 2) (10)

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1.4



(8)

1.5

1.5.1	E
1.5.2	B
1.5.3	E
1.5.4	A,C & D
1.5.5	A
1.5.6	C

(6 × 1) (6)

1.6

1. Relax before taking a call
2. Smile
3. Pronounce the name of a business clearly
4. Get necessary information from the call and note down
5. Use the name of a caller as soon as identified
6. Repeat information you just received to avoid mistakes
7. Don't keep the caller on hold for too long, apologise and arrange a call back.
8. If the caller is willing to hold, return to the caller frequently to inform him or her on the progress of the call.
9. If you have to transfer a call, dial code number correctly and inform the receiver why the caller called and state his/her name.
10. Be careful how you communicate information
11. Give accurate information but be discrete.
12. Never smoke or eat while taking a call
13. Never lose temper
14. Replace the receiver gently
15. Allow the phone to ring at least three times
16. Thank the caller

(Any 10 × 1) (10)

[50]

QUESTION 2

2.1 2.1.2
2.1.4
2.1.5
2.1.1
2.1.3

(5 × 1) (5)

2.2
- Be as brief as possible
- No hand-written CV
- Print CV on plain A4 paper and do not fold
- Tailor to each job application
- Structure information clearly and logically
- Information must be absolutely accurate
- Avoid unnecessary spelling mistakes
- Only a professional photo can be included (8 × 2) (16)

2.3 2.3.1
- Name of institution
- Special achievement (2)

2.3.2
- Name of company
- Position occupied
- Duties and responsibilities
- Period worked with company
- Achievement and rewards
- Reason for leaving (6)

2.4 2.4.1 Advantages
- Inexpensive
- Can reach a specific target group
- Lots of information can be conveyed

Disadvantages
- No proof of impact
- No guarantee that the receiver will read the pamphlet
- Many consumers regard pamphlets as junk mail (6)

2.4.2 Business card and knock-and-drop (distribution of flyers, leaflets where the target market is) (2)

2.5 2.5.1
- Data projector
- Overhead projector
- Slide projector
- Video projector (4)

2.5.2 Allow for projection of presentations, images, video and sound with or without computer. (2)

2.5.3
- Ideal for systematic presentation of information onto a screen.
- The tempo at which the information is transmitted can be controlled.
- Projectors are easy to handle and transport.
- Most flat surfaces can be used to project onto. (4)

2.5.4
- To provide, obtain or exchange information
- Maintain sound interpersonal relationships
- To persuade others to think or act the way you do
- To express yourself and your ideas to others
- To maintain good external public relations
- To consider problems logically and solve them adequately
- To understand human behaviour and how to align yourself to it (Any 3 × 1) (3)

[50]

TOTAL SECTION A: 100

SECTION B

QUESTION 3

3.1
- All new employees need some sort of training
- A high personnel turnover
- Client complaints about lack of knowledge and skills
- Variation in methods and pace of delivery of service
- When the period of adaptation is taking too long
- High levels of wastage, down-time of equipment, accidents and low pace of production (6 × 2) (12)

3.2
1. Job analysis:✓✓
   It is the process of determining the essential characteristics of a certain job, such as skill, responsibility, knowledge and abilities.✓✓
2. Job description:✓✓
   Indicate responsibilities and how it is to be done and when. It may include relationship with other employees.✓✓
3. Job requirements:✓✓
   Indicate the knowledge, skills and certain characteristics that an employee or potential candidate should possess and in some cases describe the physical environment.✓✓ (12)

3.3
1. Self-actualisation
2. Esteem needs
3. Belonging needs
4. Safety needs
5. Biological/Physiological needs (5)

3.4
- To analyse, interpret and report on the problems of the establishment
- To recommend and advise the client on suitable alternatives to solve a problem
- To train, teach or instruct staff on how to use new system, method and processes
- To initiate change and renewal in an establishment to enhance productivity and growth (4 × 2) (8)

3.5 3.5.1 Work relationships
Can be caused by working with someone who is lazy, un-cooperative, incompetent and indecisive

3.5.2 Work overload
Work over load can lead to frustration and eventually stress

3.5.3 Career prospects
Lack of promotion, fear of not coping with a new job or fear to be dismissed or retrenched
(3 × 2) (6)

3.6 Introvert: reserved, sensitive, find it difficult to socialise or communicate. Comfortable to be on their own.
Extrovert: fun, confident, outspoken and easily interact with people. (4)

3.7
- Focus on the problem, task, behaviour rather than a person
- Show interest and involvement in the person
- Listen attentively and try to understand emotion involved
- Build a person's self-image
- Focus on facts
- Try to be objective and unprejudiced at all times
- Allow time for participation (Any 3 × 1) (3)

[50]

QUESTION 4

4.1
- Newspapers
- Recruitment websites
- Notice boards
- Trade magazines (4)

4.2 Proxemics (1)

4.3 Personal space
- It is a distance of a half to one metre between sender and receiver
- It is more suitable for professional or office conversations (2)

4.4 Posture:✓
- Body positioning✓
- Eye contact

Facial expression:✓
- Smile✓ (4)

4.5
- Use your personality by being confident
- Use acceptable language that is understandable
- Always be aware of body language and make use of it to your advantage, e.g. proper sitting and maintaining eye contact
- Dress to impress without overdressing
- When given an opportunity, asking questions will help you to be memorable
- Be professional
- Prepare adequately for the interview
- Follow up immediately after interview (Any 5 × 1) (5)

4.6 Non-verbal expression which accompanies words

OR

Sounds produced by the human voice to accompany spoken words (2)

4.7
1. Pitch
2. Tempo or rhythm
3. Intensity
4. Accent (4)

4.8 It gives meaning to words

OR

Conveys emotion behind words (2)

4.9
- Simplicity of words
- Make eye contact and be aware of non-verbal communication
- Complete the message and keep it clear
- Monitoring of feedback (4 × 2) (8)

4.10 4.10.1
- Background
- Education and training
- Age
- Interests
- Occupation
- Religion
- Personality (Any 4 × 1) (4)

4.10.2
- Background: Coming from different social-economic or cultural backgrounds
- Education and training: Difference in the level of intelligence
- Age: Different age groups see and do things differently
- Interests: Someone's interest might be seen as a waste of time and less important
- Occupation: May affect the attitude of people and who they associate with
- Religion: Influence values and attitude of people in different ways
- Personality: Some people are introvert while others are extrovert or a combination of the two personalities, suggesting our difference. (Any 4 × 2) (8)

4.11
- Informative interview
  The purpose is to exchange or gain information
- Persuasive interview
  To persuade someone to alter their perception to correspond with that of the other (4)

4.12 Thank the interviewer (2)
[50]

TOTAL SECTION B: 100
GRAND TOTAL: 200

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