higher education & training

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REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

COMMUNICATION AND HUMAN RELATIONS N6

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
COMMUNICATION AND HUMAN RELATIONS N6
TIME: 3 HOURS
MARKS: 200

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. Start each section on a new page.
5. Use only a black or blue pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1.1–1.1.5) in the ANSWER BOOK. Correct the statement if it is FALSE.

1.1.1 A pleasant voice should be too soft or too loud to keep the listeners captivated, especially in a more professional environment.

1.1.2 'How can I be so stupid?' John speaks to himself. This is a good example of interpersonal conflict.

1.1.3 Training is expensive, hence only new members of employees will be trained.

1.1.4 Customer complaints can be regarded as non-functional conflict; not much attention should be given to negative thoughts because it drags down the growth of a business.

1.1.5 Verbal communication refers to spoken words or face-to-face conversations.

(5 × 2) (10)

1.2 Distinguish between the following two types of meetings:

1.2.1 Public meeting (3)

1.2.2 Private meeting (3)

1.3 Give a clear description of how the following elements form part of the communication process:

1.3.1 Sender

1.3.2 Noise

1.3.3 Receiver

1.3.4 Channel

1.3.5 Encode

(5 × 2) (10)

1.4 Incorporate the elements of communication in QUESTION 1.3 to draw a complete communication flow process. Make use of arrows. (8)

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1.5 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–E) next to the question number (1.5.1–1.5.6) in the ANSWER BOOK.

1.5.1 Which of the following is not a factor influencing motivation in the workplace?

A Policy
B Payoff
C Healthy working environment
D Training
E None of the above

1.5.2 'Do you know who I am? You will be fired next time you don't follow my instructions,' the supervisor yells to one of the waitrons in front of restaurant guests.

Which factor has been implied that may give rise to unsuccessful communication?

A Prejudice
B Misuse of power
C Leadership
D Supervision

1.5.3 The elements of the AIDA principle is …

A attention, interest, design, and attract.
B attract, interest, design, and acquire.
C attention, interpret, desire, and action.
D appreciate, intention, desire, and action.
E None of the above.

1.5.4 Which of the following is not an example of verbal communication?

A Colour codes
B Application letter
C Pie chart
D Road signs

1.5.5 Grumpy, overpowering and sometimes appears to be short-tempered or rude. This personality type is referred to as …

A choleric.
B phlegmatic.
C bilious.
D sanguine.

1.5.6 The responsibility of a secretary is to …

A write meeting regulations and acts.
B motivate members to attend the meeting.
C organise a venue for the meeting.
D take control of the proceedings in a meeting.

(6 × 1) (6)

1.6 List 10 tips on how to take a business telephone call successfully. (10)

[50]

QUESTION 2

When you make an application for a vacant post, it is important to be perceived as professional and relevant for the position. Your CV and cover letter become your marketing tools.

2.1 Re-organise the scheme of information for the cover letter to be more logical for the reader. Write only 2.1.1–2.1.5 in the correct order in the ANSWER BOOK.

2.1.1 Emphasise any particular achievement or experience which may strengthen your chance.

2.1.2 Identify the position.

2.1.3 Promote goodwill.

2.1.4 Indicate the advertisement to which you are referring.

2.1.5 Refer the reader to your CV.

(5 × 1) (5)

2.2 Describe EIGHT points of a CV layout that are common and acceptable in a job market. (8 × 2) (16)

2.3 List the information required under the following CV components:

2.3.1 Skills development (2)

2.3.2 Work experience (6)

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2.4 Self-employment is another means of survival and an opportunity to offer services to a specific target market. To reach the target group, pamphlets can be used.

2.4.1 Discuss THREE advantages and THREE disadvantages of using pamphlets. (6)

2.4.2 Name TWO other marketing tools except the use of pamphlets and word of mouth. (2)

2.5 There are various ways of communicating and technology has been implemented to support the communication process today. Conference facilities in hospitality use audio-visual tools to aid communication as part of service delivery.

2.5.1 List FOUR types of projectors. (4)

2.5.2 Explain the use of projectors. (2)

2.5.3 State FOUR advantages why it is suitable for presentations. (4)

2.5.4 Explain the importance of communication in our everyday lives. (3)

[50]

TOTAL SECTION A: 100

SECTION B

QUESTION 3

WORK SATISFACTION VERSUS CUSTOMER SATISFACTION

Gaps in work performance could arise for various reasons and it is important to recognise and rectify the situation.

Studies have shown that there is a direct link between satisfied employees and happy customers, so it makes good sense to invest in discovering what your employees need to stay loyal and satisfied.

What does satisfied employees have to do with retaining customers? It has everything to do with losing developed or developing relationships, the reason behind almost every returning customer.

Employees who feel valued as people make the extra effort to go beyond what's expected. They want to invest as much in their career as their career has invested in them.

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3.1 Determine SIX indicators that suggest a training need. (6 × 2) (12)

3.2 Specify and explain THREE procedures that need to be followed to plan a successful training programme. (12)

3.3 Name FIVE needs from Maslow's hierarchy of needs that can be used as a guide for employers to ensure employees are happy. (5)

3.4 Give FOUR reasons why it is sometimes necessary to hire a consultant. (4 × 2) (8)

3.5 Explain how the following stressors can have a negative impact on employees:

3.5.1 Work relationship

3.5.2 Work overload

3.5.3 Career prospects

(3 × 2) (6)

3.6 Differentiate between an *introvert personality* and *extrovert personality*. (4)

3.7 People differ and they make mistakes.

State THREE ways how a leader can handle interpersonal conflicts in a work environment without destroying any relationship. (3)

[50]

QUESTION 4

4.1 Identify FOUR traditional types of media used for job advertisement. (4)

THE INTERVIEW



4.2 Give a term to describe *non-verbal* communication spaces. (1)

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4.3 Name and describe the non-verbal communication spaces observed in the picture above. (2)

4.4 Identify TWO kinesics observed in the picture above that communicate signs of interest to the speaker and give an example of each. (2 × 2) (4)

4.5 Point out FIVE key facts how self-image could benefit a job seeker to stand out from other candidates. (5)

4.6 Define *paralinguistic communication*. (2)

4.7 List FOUR paralinguistic factors that improve the voice quality of a speaker. (4)

4.8 Explain the importance of voice techniques when communicating orally. (2)

4.9 A person's accent can jeopardise one's chance to win an interview.

Suggest FOUR hints on how to convey a clear, understandable message. (4 × 2) (8)

4.10 4.10.1 List FOUR perceptual barriers that might hinder the intention of message during the interview. (4)

4.10.2 Give ONE example of each barrier mentioned in QUESTION 4.10.1 to support your answers. (4 × 2) (8)

4.11 Give TWO categories of interviews and explain their difference. (2 × 2) (4)

4.12 What will be the last gesture just at the end of an interview? (2)

[50]

TOTAL SECTION B: 100
GRAND TOTAL: 200

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