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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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JUNE EXAMINIATION

NATIONAL CERTIFICATE

COMMUNICATION N4
(Second Paper)

(5140344)

30 May 2013 (Y-Paper)
13:00–15:00

CLOSED-BOOK EXAMINATION

TWO dictionaries may be used.

NO electronic dictionaries may be used

This question paper consists of 7 pages and 1-page annexure.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
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. Start each question on a NEW page.
5. Check the mark allocation and answer accordingly.
6. Write neatly and legibly.

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QUESTION 1

1.1 Choose a item/word from COLUMN B that matches an description in COLUMN A. Write only the letter (A–N) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

	COLUMN A		COLUMN B
1.1.1	The form of non-verbal communication that relies on the eyes of the receiver of the message	A	ethnocentricity
1.1.2	This person must have adequate intellectual ability to run a meeting effectively	B	dexterity dimension
1.1.3	A tendency on the part of one culture to judge other cultures according to its own cultural norms and values	C	filler sounds
1.1.4	Only members are allowed to vote at these meeting	D	reasoning
1.1.5	The logical process of thinking	E	chairperson
1.1.6	The term refers to interjections in the form of sound	F	education and training
1.1.7	These could involve differences in background, qualifications, experience and religion which could result in misunderstandings	G	paralinguistics
1.1.8	This hierarchical structure involves appointing an expert in a particular field as a senior over similarly trained subordinates.	H	stereotyping
1.1.9	An individual evaluates his/her technical and social skills by comparing them	I	visual semiology
1.1.10	This involves attributing a single characteristic to a person simply because he belongs to a particular group	J	line organisation
		K	private meeting
		L	perceptual barriers
		M	functional organisation
		N	public meeting

(10 × 1) (10)

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1.2 Give ONE word/term for each of the following descriptions. Write only the word/term next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

1.2.1. This category of communication refers to communication within oneself.

1.2.2 The context within which and individual perceives and judges matters.

1.2.3 This dimension refers to the individual's evaluation of his/her level of Intelligence.

1.2.4 These barriers occur when the sender and the receiver attach different meanings to a particular word or expression.

1.2.5 The flow of internal communication between employees on the same level.

1.2.6 The amount of money awarded voluntarily in recognition of a service rendered

1.2.7 Laws of the country that contain prescriptions regarding the manner in which meetings are to be conducted.

1.2.8 This occurs by means of reports and memoranda.

1.2.9 Authorisation to vote on another person's behalf.

1.2.10 This person is responsible for handling all financial matters in an organisation.

(10 × 1) (10)

1.3 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

1.3.1. This category of communication refers to communication within oneself.

1.3.2 The context within which and individual perceives and judges matters.

1.3.3 A person with a good self-image does not set unrealistic goals.

1.3.4 Functional organisation involves appointing an expert in a particular field as senior employee over similarly trained subordinates.

1.3.5 Amendment refers to ending a meeting before all items on the agenda have been completed.

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1.3.6 Acoustic semiology refers to communication that is dependent on sight of the receiver.

1.3.7 A person with a poor self-image accepts himself as he is and believes others accept him in the same way.

1.3.8 For effective communication to take place one need not to take note of non-verbal cues.

1.3.9 Buzz groups are usually formed to solve problems and for decision-making.

1.3.10 The leader of a democratic group is usually autocratic because of his superior knowledge.

(10 × 1) (10)

TOTAL SECTION A: 30

SECTION B

Read ANNEXURE A (Attached) carefully and then answer QUESTION 2, 3 and 4

QUESTION 2: BASIC COMMUNICATION PRINCIPLES

Read SCENE 1 from ANNEXURE A to answer this question.

2.1 Mention any FOUR elements of communication and give an example of it, from the passage. (4 × 2) (8)

2.2 Identify the examples of the following from the passage:

2.2.1 Intrapersonal communication

2.2.2 Kinesics

2.2.3 Acoustic semiology

2.2.4 Communication barrier

(4 × 2) (8)

2.3 Provide the manager with TWO guidelines which could help him to improve his listening skills (2 × 2) (4)

2.4 State any FOUR advantages of effective listening (4)

2.5 Explain the concept *proxemics* (2)

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2.6 Identify the different zones people use in the following situations:

2.6.1 The Manager and the Assistant Manager at the office

2.6.2 Students in a lecture room

(2 × 1) (2)

2.7 Briefly explain the difference between *verbal* and *non-verbal communication* (2)
[30]

QUESTION 3

Read SCENE 2 from ANNEXURE A to answer this question

3.1 Define the term *gate keeping* (2)

3.2 State the FIVE dimensions of self-image (5)

3.3 Explain the concept physical barrier and give ONE example (3)

3.4 The Assistant Manager needs to improve his self-image.

Give FIVE guidelines to improve self-image that can help him. (5)

3.5 Abraham Maslow identified the five levels of human needs.

Discuss any TWO of those levels.

(2 × 2) (4)

3.6 The Manager shows characteristics of a good self-image.

Mention any THREE characteristics of a good self image (6)
[25]

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QUESTION 4

4.1 Your PA has recently resigned after accepting a promotion with another company. As the General Manager of Eyethu Entertainment, you cannot serve without a Personal Assistant. The post was advertised and applicants were called to attend the interview. Your Human Resource Manager prepared the following questions for the interview:

Select from the list below ONE example of each of the following questions. ONLY WRITE THE LETTER (A–E) next to the question number.

A Open-ended question
B Hypothetical question
C Specific
D Closed question
E Leading question

4.1.1 As personal assistant you need to be able to get along with different personalities. Don't you?

4.1.2 Why did you decide on this career path?

4.1.3 If you were confronted with an unhappy client what would your approach be?

4.1.4 What annoys you most when dealing with people who fail to meet deadlines?

4.1.5 At which college did you study for your diploma?

(5 × 1) (5)

4.2 Give a definition of the term *interview*. (2)

4.3 Give FOUR ways the interviewer can create a positive climate that will make the applicant feel relaxed (4)

4.3 Give TWO ways an applicant for a job interview should conduct himself/ herself during the interview (2 × 2) (4)

[15]

TOTAL SECTION B: 70
GRAND TOTAL: 100

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ANNEXURE A

Read the passage below before attempting to answer the question 2, 3 and 4.

SCENE 1

The manager is sitting at his desk with his feet on the table. His arms are crossed behind his head and he is staring into space. He is thinking about the hard day he has had so far and the weekend's fishing trip.

Suddenly the supervisor, Ms Brown, bursts into the office. Realising, that she had forgotten to knock. The red-faced supervisor, returns to the door and announces her arrival by knocking.

The manager nods and invites the supervisor in.
'Yes Ms Brown, how are you?'
'I am here for the interview', says Ms Brown. 'You wanted to give me more information about the training seminar this weekend.'

The manager is sitting up straight slightly puzzled. He scratches through the piles of business correspondence and reports on his desk, trying to find the training manual. At that moment the telephone rings.

SCENE 2

Office of the General Manager – Eyethu Entertainment – Thursday afternoon
The Manager is at his desk covered with fax messages, memoranda and invoices. A poster on the wall behind her reads: 'I'm a big bad boss' The rest of the wall is covered with achievement awards and photos of herself.

She has scheduled a brief interview with the Assistant Manager to discuss employees' working hours.

The Manager is engaged in a telephone conversation when the Assistant Manager arrives. He hears her saying 'Yes, I will inform him immediately', she then put the telephone down, her mind still on the call.

'Hum ... good day. How are you today? Please sit down. I want you to tell all staff members that they have to work overtime this weekend. You can tell everybody at a special general meeting this afternoon. Thank you. That will be all,'

The Assistant Manager, who has been trying to say something since he came in, leaves the room with a weak, 'Yes', thinking 'they are not going to like this ...'

He is right – the workers do not like the idea of working overtime – and on such short notice.

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