higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

COMMUNICATION N4
(Second Paper)

17 NOVEMBER 2014

This marking guideline consists of 6 pages.

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SECTION A: BASIC COMMUNICATION PRINCIPLES

QUESTION 1

1.1
1.1.1 F
1.1.2 C
1.1.3 E
1.1.4 A
1.1.5 D

(5 × 1) (5)

1.2
1.2.1 Indirect verbal communication.
1.2.2 Direct verbal communication.
1.2.3 Indirect written communication.
1.2.4 Direct written communication.
1.2.5 Indirect verbal communication.
1.2.6 Direct written communication

(1 × 6) (6)

1.3
- No organisation can function properly without a good system of communication.
- People in a business have to communicate all the time and in all situations.
- It is used to give instructions, solve problems, give feedback etc.
- It is used to form and maintain healthy relations between employers and employees, management and staff members, between colleagues and the public.
- To persuade workers to be more productive.
- To make decisions about what you think and what you do.
- To express yourself and ideas to others.

(Any 4 × 1) (4)

1.4
- Sender
- Message
- Channel
- Receiver
- Feedback

(5 × 1) (5)

1.5 Non-verbal communication refers to the transferring of information by means of gestures, facial expressions, posture, and sign language other than words. (4)

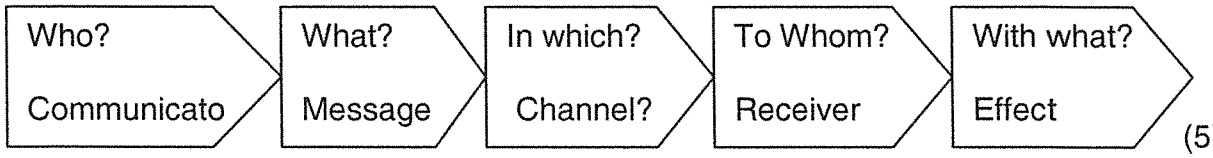
1.6 'Appreciative listening' is the skill of listening first then reaction, which is a key to effective and successful listening. 'Attentive listening' is the skill of trying to listen for the speaker's main purpose or goal as soon as possible. (4)

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1.7
- Achieving better interpersonal relationships.
- Improving motivational and persuasive abilities.
- Saving time, money and energy.
- Avoiding mistakes and misunderstanding.
- Identifying problems and grievances before it is too late.
- Creating a working climate of openness and sensitivity.

(Any 2 × 1) (2)

1.8



(5)

1.9
- Symbols
- Graphic signs
- Types of lettering
- Graphs
- Illustrations
- Different graphic representations

(Any 5 × 1) (5)
[40]

TOTAL SECTION A: 40

SECTION B: INTERPERSONAL RELATIONSHIPS AND SOCIAL INTERACTION

QUESTION 2

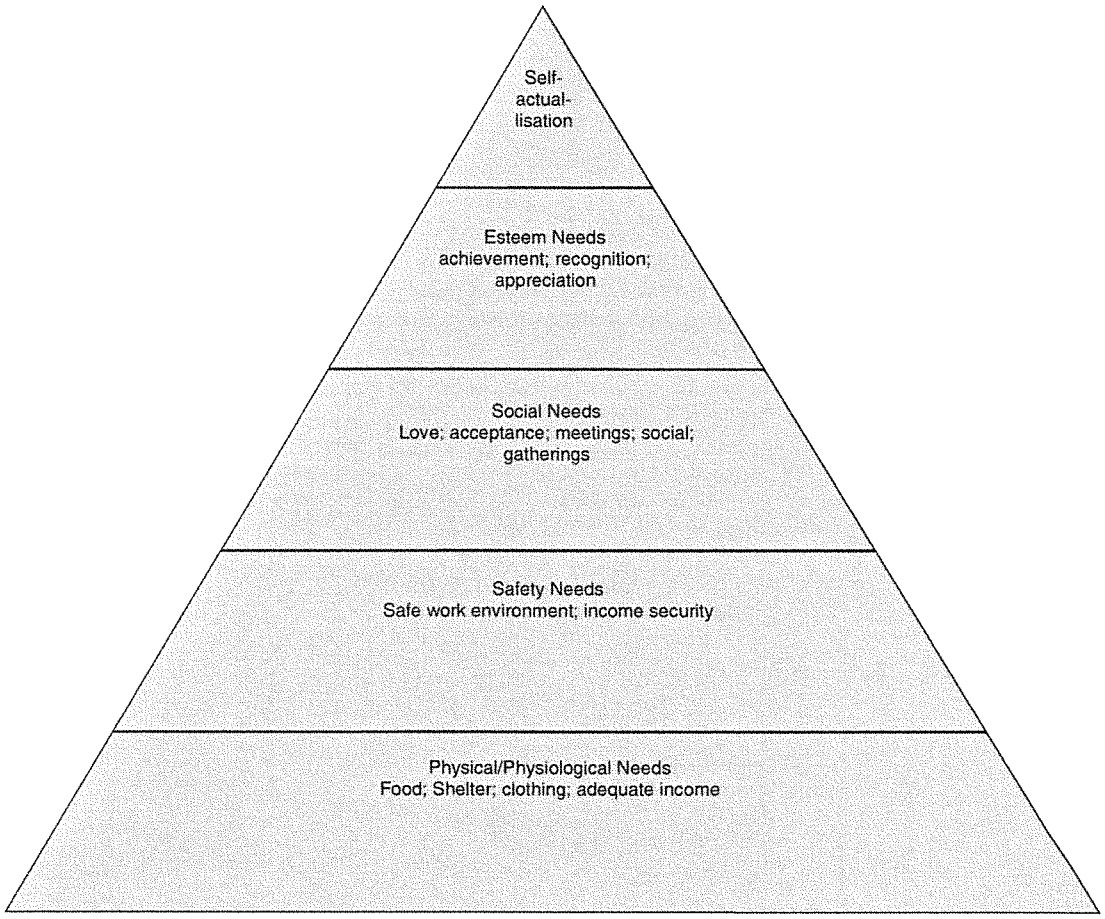
2.1
- The physical dimension is one's evaluation of one's body.
- The skill dimension is one's concept of how skilful one is socially and technically.
- The intellectual dimension is one's evaluation of one's intellect/IQ.
- The psychological dimension is one's evaluation of one's mental or emotional state/self-actualisation.
- The sexual dimension refers to how masculine or feminine one views himself/herself and how popular one is with the opposite sex.

(5 × 2) (10)

2.2
- If you do not like yourself you will find it difficult for others to like you, so it's healthy to like yourself first.
- Accept yourself for who you are.
- Think positively about oneself.

(3)

2.3



(6)

2.4
- Use face to face communication where possible.
- Use direct unambiguous and simple language.
- Be sensitive to other people's background.
- Learn as much as possible about all different barriers.
- Avoid subjective, emotional language.
- Be a good listener.
- Get rid of defensive attitude.
- Be open minded and open to suggestions.
- Establish a relationship of trust between receiver and yourself.
- Repeat your message orally or in writing to make sure it has been understood.

(Any 5 × 1) (5)

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2.5 2.5.1 Gatekeeping is a process of creating a deliberate communication barrier because of fear of known or unknown consequences of a specific act or situation.

2.5.2 Stereotyping is when people form an idea of a certain group and have a fixed general image or characteristic of what that particular group is like.

2.5.3 Ethnocentricity is the perception that the nation, group or culture to which you belong is superior than any other.

(3 × 2) (6)
[30]

TOTAL SECTION B: 30

SECTION C: INTRODUCTION TO ORGANISATIONAL COMMUNICATION

QUESTION 3

3.1 Organisational communication is used by management and employees in a business to achieve organisational goals. (2)

3.2 3.2.1 The State President of the Republic of South Africa.

3.2.2 Mr State President or Mr President.

(2 × 1) (2)

3.3 Non-verbal communication is used to reinforce and simplify oral communication in the business world. (1)
[5]

TOTAL SECTION C: 5

SECTION D: INTERVIEWS

QUESTION 4

4.1
- Interviewer (Sender)
- Encodes (Message)
- Channel (Transfers message)
- Interviewee (Receives and decodes message)
- Feedback (Interviewee)
- Noise (Communication barrier) (6)

4.2
- Informal interview (Job interview)
- Persuasive interview (Disciplinary interview) (2)

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4.3 A disciplinary interview is done to persuade someone to change his/her opinion or behaviour. (2)

4.4
- Situations that can lead to a disciplinary interview are:
- Assault
- Sexual harassment
- Drunkenness
- Refusal to obey instructions
- Absence without reporting
- Sleeping on duty
- Poor performance
- Theft of company's or employees' properties

(Any 3 × 1) (3)

4.5
- No swear words should be uttered.
- Avoid making subjective statements, rather concentrate on facts.
- Avoid using the words 'always' and 'never'
- Use language that can be understood by all participants.
- Do not blame or attack others.
- Prepare thoroughly and know your facts.
- Choosing words carefully will get you cooperation and acceptance.

(Any 3 × 1) (3)

4.6
- They should maintain a positive attitude.
- They should remain calm and not present a negative or aggressive attitude.
- They should understand that the process is not aimed at personal hurt but at correcting a mistake and that everyone can eventually benefit.
- They should remember that they have a chance to put their own sides of the problem,
- For example when, why and where it took place. (4 × 1) (4)

TOTAL SECTION D: 20

SECTION E: MEETING PROCEDURE

QUESTION 5

5.1 C
5.2 B
5.3 B
5.4 A
5.5 C

(5 × 1) **[5]**

TOTAL SECTION E: 5
GRAND TOTAL: 100

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