higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N140(E)(N17)H
NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

COMMUNICATION N4
(Second Paper)

(5140344)

17 November 2014 (Y-Paper)
13:00–15:00

BUSINESS STUDIES

Only TWO dictionaries may be used.

No electronic dictionaries may be used.

This question paper consists of 6 pages.

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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. Write neatly and legibly.

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SECTION A: BASIC COMMUNICATION PRINCIPLES

QUESTION 1

1.1 Choose a word(s) from COLUMN B that matches a description in COLUMN A. Write only the letter (A–G) next to the question number (1.1.1–1.1.5) in the ANSWER BOOK.

	COLUMN A		COLUMN B
1.1.1	The reaction of the receiver of the message to the sender	A	filler words
1.1.2	This refers to the way people use distance or space to communicate ideas	B	consensus groups
1.1.3	Two colleagues discussing a problem at work	C	proxemics
1.1.4	Interjections in the form of sounds such as 'hm' 'um'	D	intrapersonal communication
1.1.5	A man thinking about his holiday plans	E	interpersonal communication
		F	feedback
		G	frame of references

(5 × 1) (5)

1.2 Identify the type of communication in each of the situations below:

1.2.1 A telephone conversation

1.2.2 A manager in an interview with a candidate

1.2.3 A televised news report

1.2.4 A customer receiving his/her monthly statement

1.2.5 An encouraging song on the radio

1.2.6 A notice of a staff meeting on a notice board

(6 × 1) (6)

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1.3 Give FOUR reasons why effective communication is important in the business world. (4)

1.4 Name FIVE most important elements of the communication process. (5)

1.5 Define *non-verbal communication* and give a suitable example. (4)

1.6 Distinguish between *appreciative listening* and *attentive listening*. (4)

1.7 State TWO advantages of effective listening. (2)

1.8 Illustrate the main elements of the communication process as represented by Laswell. (5)

1.9 Information is often conveyed by different graphic representations.

Name FIVE of those. (5)
[40]

TOTAL SECTION A: 40

SECTION B: INTERPERSONAL RELATIONSHIPS AND SOCIAL INTERACTION

QUESTION 2

2.1 Name and explain FIVE dimensions of self-image. (10)

2.2 Explain *a healthy self- image*. (3)

2.3 According to Maslow there are five levels of needs that all people need to satisfy.

Illustrate the levels in the hierarchy of needs as developed by Maslow. (6)

2.4 Realising that working people are from different backgrounds, religions and cultures, you as the newly appointed CEO decided to hold a workshop to address ways of overcoming barriers of effective communication you have experienced.

State FIVE ways of overcoming barriers of effective communication, you would prepare. (5)

2.5 Define the following terms:

2.5.1 Gate keeping

5.2.2 Stereotyping

2.5.3 Ethnocentricity

(3 × 2) (6)
[30]

TOTAL SECTION B: 30

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SECTION C: INTRODUCTION TO ORGANISATIONAL COMMUNICATION

QUESTION 3

3.1 Define the term *organisational communication.* (2)

3.2 What would be the correct address for State President Jacob Zuma for the following instances?

3.2.1 On an envelope

3.2.2 In speaking (2 × 1) (2)

3.3 State ONE advantage of non-verbal communication as a means of communication. (1)
[5]

TOTAL SECTION C: 5

SECTION D: INTERVIEWS

QUESTION 4

4.1 The interview as a communication process can be broken into different components/elements.

Name the SIX elements/components. (6)

4.2 Name the different types of interviews in a working environment. (2)

4.3 Define a *disciplinary interview.* (2)

4.4 Give THREE examples that can lead to this type of interview. (3)

4.5 How should an interviewee keep his/her verbal communication in check during an interview? (3)

4.6 Explain why the attitude of both the interviewee and interviewer is very important. (4)
[20]

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SECTION E: MEETING PROCEDURE

QUESTION 5

Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–C) next to the question number (5.1–5.5) in the ANSWER BOOK.

5.1 A … is a decision taken in a meeting.

A motion
B notice
C resolution

5.2 Appointing a member to a committee without elections is …

A guillotine.
B co-option.
C proxy.

5.3 Strikes and celebrations are an example of … meetings.

A general
B public
C private

5.4 A set of rules and principles controlling all activities of an organisation is a … of an organisation.

A constitution
B resolution
C ballot

5.5 A/An … can be defined as a list of all the business topics to be discussed at the meeting.

A addendum
B consensus
C agenda

(5 × 1) **[5]**

TOTAL SECTION E: 5
GRAND TOTAL: 100

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