higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N160**(E)**(J8)H

NATIONAL CERTIFICATE

COMMUNICATION N4

(Second Paper)

(5140344)

8 June 2018 (X-Paper)
09:00–11:00

CLOSED-BOOK EXAMINATION

Only TWO dictionaries (bilingual/explanatory) are allowed.
NO electronic dictionaries may be used.

This question paper consists of 9 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 In every workplace there is a constant flow of information, correspondence, messages, instructions, announcements, explanations and discussions.

List FIVE advantages of good, clear and properly understood communication in the workplace. (5)

1.2 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

1.2.1 Barriers that arise when differences between the sender and the receiver cause them to have different views, values and persuasions, which then lead to ineffective communication:

A Physiological barriers
B Psychological barriers
C Perceptual barriers
D Prejudice

1.2.2 Sometimes fear of known or unknown consequences causes people to create communication barriers deliberately:

A Gatekeeping
B Semantic barriers
C Ethnocentricity
D Stereotyping

1.2.3 One's region of birth or education can often be deduced from the way in which one forms or emphasises words or expressions:

A Pitch
B Accent
C Tempo and rhythm
D Intensity

1.2.4 Personal letters, circulars, memoranda, reports, minutes of meetings, etc.:

A Oral communication
B Written communication
C Non-verbal communication
D Electronic communication

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1.2.5 Should never be aimed at attacking others and a polite business tone is required:

A Attitude
B Assertiveness
C Non-verbal actions
D Choice of words

(5 × 1) (5)

1.3 Read the following passage and answer the questions.

The scene is a college cafeteria. Thuli, the owner, decides that from now on staff members will have to start working at 06:00 in the mornings to cater for students who travel from afar for breakfast. They will also start serving dinner to students who have evening classes and will stay open until 20:00. This will increase their profits as they will not only serve lunch anymore. She calls the supervisor into her office.

'Morning, Cathy. Can you please take a seat? I will be very brief. I want you to announce to the staff that, as from February, we will be starting at 06:00 and will close at 20:00. The reason is to serve breakfast to students who arrive early and to cater for dinner for students who have evening classes. Do you have any questions?'

Cathy thinks deeply and, surprisingly, she says, in a flat tone of voice: 'No questions, Madam,' while not even raising her head.

'Thank you. Please close the door on your way out.'

Cathy leaves without even turning her head to say goodbye.

1.3.1 Who is the sender in the scenario? (2)

1.3.2 What is the message? (4)

1.3.3 Who is the receiver? (2)

1.3.4 Would an email to Cathy have been a better medium for this situation? Give a reason for the answer. (2)

1.3.5 If Cathy sits in a chair on the other side of the desk from Thuli (1–2 metres away), which zone is being used for the communication? (1)

1.3.6 Give ONE example of phatic communication that could have been used to improve the relationship during the scenario. (2)

1.3.7 What does Cathy think about the new working hours and the authoritative way in which it was given? Comment on the kinesic and acoustic clues to substantiate the answer. (5)

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1.3.8 Thuli could not be sure that Cathy was listening to her instruction.

Name THREE listening clues from the text that indicates she did not actively participate in the conversation. (3)

1.3.9 Cathy thinks of submitting her notice after this discussion.

Which category of communication is applicable here? (2)

1.3.10 Thuli decides to also give this information to the staff and the students via the campus newspaper.

Which category of communication is applicable here? (2)

1.4 Visual semiology is the study of visual symbols and signs and how it is used and interpreted in communication.

Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–F) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.4.1	Proxemics	A	capital letters may look like shouting
1.4.2	Colour	B	the same sweets look more expensive in a shiny silver box than in a brown paper bag
1.4.3	Typography		
1.4.4	Packaging and presentation	C	physical space kept between you and others
1.4.5	Pictures	D	traffic lights, road signs, flags, logos, rubber stamps
		E	red represents energy, danger, fire, passion
		F	graphic design, film, web icons, emoticons

(5 × 1) (5)

[40]

TOTAL SECTION A: 40

SECTION B: INTERPERSONAL RELATIONSHIPS AND SOCIAL INTERACTION

QUESTION 2

2.1 All elements of one's self-image relate to the various dimensions that make up one's entire being.

List FIVE dimensions of self-image and briefly explain each. (5 × 2) (10)

2.2 A barrier to good interpersonal communication or social interaction seldom operates on its own.

Identify the main barriers in the following scenarios:

2.2.1 Peter takes the elevator to his office on the eighth floor every morning. It is often dirty inside; it creaks and sometimes stops between floors for no reason. This irritates Peter as he is a neat and organised person.

2.2.2 Peter has tried to walk up the eight floors, but he hurt his knee at the gym and wants to take it easy. He feels frustrated because he is forced to take the lift.

2.2.3 Every morning he starts to feel gloomy and negative as soon as he enters the foyer. Only after a cup of coffee in his office and a smile from his friendly colleague, Murray, does Peter feel he can face the day.

2.2.4 Peter and Murray recently decided to teach each other the basics of their home language to make communication between them even more comfortable.

2.2.5 The more Peter thinks about it, the more he is convinced that the company's priorities are wrong. They spend thousands on an annual year-end party, but they do not get someone to repair the elevator for good. They expect him to work hard, but they do not make it any easier for him to get in and out of his office. 'The company does not care about me,' he thinks.

(5 × 1) (5)

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2.3 People of different backgrounds, cultures, sex, personality, education and interest see the world differently and interpret or understand situations and communication messages differently. This is known as perceptual barriers.

Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–F) next to the question number (2.3.1–2.3.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.3.1	Personality	A	men must beware of paying over-appreciative compliments to female staff members since the women might see it as sexual harassment
2.3.2	Age	B	quiet people do not like loud, bouncy people
2.3.3	Gender	C	Muslims do not drink alcohol or eat pork – remember this when catering for the office party
2.3.4	Religion	D	older persons may experience playful teasing from younger persons as disrespectful
2.3.5	Attitudes	E	management wants the business to make profits and the workers want a decent salary for themselves
		F	managers have different styles of management and could argue about how best to lead a team

(5 × 1) (5)

2.4 In 1943, the psychologist Abraham Harold Maslow (1908–1970) described how he saw the different levels of people's needs.

List the different levels and briefly discuss each. (5 × 2) (10)

[30]

TOTAL SECTION B: 30

SECTION C: INTRODUCTION TO ORGANISATIONAL COMMUNICATION

QUESTION 3

Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–G) next to the question number (3.1–3.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1	Written communication	A	mostly direct communication
3.2	Oral communication	B	form of address showing respect
3.3	Non-verbal communication	C	keeping to the company dress code
3.4	Ma'am	D	professional title
3.5	Salutation	E	legal documents
		F	shows to whom a letter is addressed
		G	always electronic

(5 × 1) **[5]**

TOTAL SECTION C: 5

SECTION D: INTERVIEWING

QUESTION 4

4.1 Roman Osipovich Jakobson was a Russian linguist who moved to the United States in 1949 to work at Harvard University. He was also interested in the communication sciences and in 1960 he designed a model showing the different elements of a typical communication process.

Draw Jakobson's model of the communication process as it applies to a typical interview situation. (10)

4.2 Define the term *interview*. (5)

4.3 Which type of interview question is asked in each of the following cases:

4.3.1 Why have you applied for this job?

4.3.2 If you realise there is a fire on the premises, what would you do?

4.3.3 I would say that being a management assistant is a woman's job. How do you feel about it?

4.3.4 Are you able to start next Monday?

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4.3.5 You say that typing is the most important skill for a secretary. Why do you say that?

(5 × 1) (5)
[20]

TOTAL SECTION D: 20

SECTION E: MEETINGS

QUESTION 5

5.1 Identify each of the following types of meetings:

5.1.1 A meeting held once a year where the committee is elected.

5.1.2 A meeting that is called urgently to discuss an item of business.

(2 × 1) (2)

5.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (5.2.1–5.2.3) in the ANSWER BOOK.

5.2.1 A chairperson ensures that certain individuals do not have the floor all the time.

5.2.2 The chairperson prepares the venue for the meeting.

5.2.3 The treasurer takes the minutes.

(3 × 1) (3)
[5]

TOTAL SECTION E: 5
GRAND TOTAL: 100

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