higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

COMMUNICATION N4
(Second Paper)

19 NOVEMBER 2018

This marking guideline consists of 6 pages.

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SECTION A: BASIC COMMUNICATION PRINCIPLES

QUESTION 1

1.1
- To provide, obtain or exchange information
- To form or maintain healthy relationships
- To persuade others to think or act the way you do
- To make decisions about what you think and what you do
- To express yourself and your ideas to others (Any 3 × 1) (3)

1.2
- Increased productivity
- Better employee relationships
- More effective decision making
- Better cooperation between workers
- Saving time and money
- Successful problem solving
- Greater job satisfaction
- Less conflict and less frustration (Any 4 × 1) (4)

1.3 Intrapersonal communication is communication with oneself. It occurs within individuals when they think about something, talk to themselves, write down their thoughts in a diary, or daydream.

Interpersonal communication is communication between people. This can be between two people, between individuals in a group, or between groups of people.

(ONE mark for definition and TWO marks for TWO examples)(2 × 3) (6)

1.4
1.4.1 Personality
1.4.2 Frame of reference
1.4.3 Reasoning
1.4.4 Frame of reference
1.4.5 Emotions

(5 × 1) (5)

1.5
- Pitch✓
  A medium to lower pitch is better to use in the workplace as it is more comfortable for the listener and creates a sense of calm and control.✓
- Tempo and rhythm✓
  In the workplace you should vary both, as this will make you appear dynamic, persuasive and enthusiastic.✓
- Intensity✓
  Ensure that the emotion behind your words is appropriate for the specific situation in which you find yourself.✓
- Accent✓
  In business a foreign accent can hamper communication, so one should always ensure to articulate your words clearly, and to use simple and clear language in a message.✓ (8)

1.6
- Sender✓
  The supervisor✓
- Message✓
  "I am here for the interview. You wanted to give me more information about the training seminar this weekend."✓
- Receiver✓
  The manager✓
- Channel/Medium✓
  Direct verbal channel of communication – voice/face-to-face✓
- Code✓
  English✓
- Feedback✓
  "Come back later."✓
- Barrier✓
  Physical barrier: Noise from the telephone ringing✓

  OR

  Psychological barrier: The manager was absent minded ant not focussed on the conversation (14)

[40]

TOTAL SECTION A: 40

SECTION B: INTERPERSONAL RELATIONSHIPS AND SOCIAL INTERACTION

QUESTION 2

2.1 Musa:
Maslow's 5th level✓ (Self-actualisation)
He is a contented, mature, whole person who has developed his talents and abilities fully; clearly has a healthy relationship with others and himself; and knows how to utilise opportunities for learning, giving and being.✓✓
(Any relevant explanation)

Grace:
Maslow's 3rd level✓ (Social need)
She just wants to be loved and accepted by everyone. For now, this is her main focus. Once she feels more confident about herself and her own abilities she will be able to progress to the next level.✓✓
(Any relevant explanation) (6)

2.2
2.2.1	B
2.2.2	D
2.2.3	H
2.2.4	I
2.2.5	C
2.2.6	E
2.2.7	F
2.2.8	L
2.2.9	M
2.2.10	K

(10 × 1) (10)

2.3
- Be conscious of and sensitive to differences of race, gender, class, home language, work and lifestyle.
- Be flexible and open-minded when dealing with people of other cultures.
- Examine your own stereotypes and get to know people for themselves.
- Talk to employees or colleagues to learn about their cultures.
- Talk openly and constructively about the differences you discover.

(Any 5 × 1) (5)

2.4
- Physical
- Skills (dexterity)
- Intellectual
- Psychological
- Sexual (5)

2.5
2.5.1 True
2.5.2 False
2.5.3 False
2.5.4 False

(4 × 1) (4)
[30]

TOTAL SECTION B: 30

SECTION C: ORGANISATIONAL COMMUNICATION

QUESTION 3

3.1 Organisation communication is used by management✓ and employees in a business✓ to achieve organisational goals.✓ (3)

3.2
3.2.1 A (1)
3.2.2 C (1)
[5]

TOTAL SECTION C: 5

SECTION D: INTERVIEWS

QUESTION 4

4.1
4.1.1 B
4.1.2 D
4.1.3 A
4.1.4 F
4.1.5 E
4.1.6 C

(6 × 1) (6)

4.2 4.2.1

- Do not be too early for your interview. This may make you feel and look nervous.
- Never be late – you will lose the job before you have been interviewed.
- Plan to arrive with a few minutes to spare. This will help you feel relaxed and organised, which will help your confidence.

(Any 2 × 1)

4.2.2

- The first 10 seconds is key to a successful interview. The first impression the interviewer forms of you must be positive.
- Enter the room confidently and with a smile.
- Extend your hand to shake hands with the interviewer.
- Greet the interviewer by his/her surname and introduce yourself by giving your full name. (Any 2 × 1)

4.2.3

- Your posture conveys your attitude. Be aware of how you stand, walk or sit.
- When you sit, do not slouch, look too relaxed or lean your arms on the interviewer's desk.
- Sit up straight, bent slightly forward and keep your hands in your lap.
- Stand up straight with your shoulders square and your arms hanging comfortably at your side. Do not lean against anything.

(Any 2 × 1)

4.2.4

- The interviewer will assess you on what you say, but also on how you say it.
- Register: Make sure that your choice of words and degree of formality suit the situation. Do not use slang.
- Tone: Your voice should reflect enthusiasm, interest, motivation, assertiveness, confidence, sophistication, efficiency and professionalism. Do not mutter or drone on in a monotone.
- Pronunciation and accent: Try to speak as clearly and naturally as possible.
- Style: Express your thoughts and feelings clearly, simply and respectfully. (Any 2 × 1)

4.2.5

- Use gestures to support what you are saying and to project your confidence and authority.
- Do not clench your hands, cross and uncross your legs, sit with folded arms or display any other annoying fidgety mannerisms.

(2 × 1)
(Any 5 × 2) (10)

4.3 4.3.1 Assertiveness is a form of communication in which one's needs or wishes are stated clearly with respect for oneself and the other person in the interaction.
For example: State your case honestly, clearly, logically, politely and without anger/Insist on the right to make your thoughts and opinions known/Suggest how an incident could be avoided in future. (Any example) (2)

4.3.2 Aggressiveness is a form of communication where one's point of view and requirements are stated forcefully, with demands, threats and violent body language, and without respect for the other person in the interaction.
For example: State your point of view forcefully, with demands and threats/Do not consider the feelings or rights of others/Find it difficult to fit in with colleagues/Never admit that you are wrong.
(Any example) (2)
[20]

TOTAL SECTION D: 20

SECTION E: MEETINGS

QUESTION 5

5.1 5.1.1 Adjourn
5.1.2 Ballot
5.1.3 Closure
5.1.4 Motion
5.1.5 Proxy

(5 × 1) **[5]**

TOTAL SECTION E: 5
GRAND TOTAL: 100

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