higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N160**(E)**(N19)H

NATIONAL CERTIFICATE

COMMUNICATION N4

(Second Paper)

(5140344)

19 November 2018 (X-Paper)
09:00–11:00

CLOSED-BOOK EXAMINATION

TWO dictionaries (bilingual/explanatory) may be used. 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 section on a NEW page.
5. Write neatly and legibly.

GS

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SECTION A: BASIC COMMUNICATION PRINCIPLES

QUESTION 1

1.1 Why is it important to be able to communicate effectively in the everyday business environment? (3)

1.2 Name any FOUR advantages an organisation has when all its people can communicate effectively. (4)

1.3 Define, in paragraph form, *intrapersonal* and *interpersonal communication*. (6)

1.4 Choose the correct word or words from those in brackets to match the situations below regarding the factors influencing communication. Write only the word or words next to the question number (1.4.1–1.4.5) in the ANSWER BOOK.

1.4.1 If a client is shy and nervous, a warm, friendly greeting may help to establish a positive atmosphere for communication.
(Personality/Frame of reference/Reasoning/Emotions)

1.4.2 A flippant remark about red hair could prove embarrassing when you find out that the client's wife and children are all redheads.
(Personality/Frame of reference/Reasoning/Emotions)

1.4.3 You propose a brilliant plan of action at the monthly meeting, but everybody votes against it. Not because it will not work, but because the way you explained your idea did not make sense and was not understood.
(Personality/Frame of reference/Reasoning/Emotions)

1.4.4 You need to be particularly aware of cultural diversity in the workplace.
(Personality/Frame of reference/Reasoning/Emotions)

1.4.5 A secretary complains that you have given her too much work to do. You know that is not true and almost tell her to resign. Instead you keep quiet and leave her alone for a while. The following morning, she apologises and you find out that personal problems led to her making the remark.
(Personality/Frame of reference/Reasoning/Emotions)

(5 × 1) (5)

1.5 Name FOUR voice qualities which are important in the workplace and explain the reason for each. (8)

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1.6 Read the scenario and answer the question.

The manager of a small retail company is sitting with her feet on the desk. Her arms are crossed behind her head and she is staring into space. She is thinking about the hard day she has had so far…and the weekend's shopping trip to Sandton.

Suddenly the supervisor bursts into the office. Realising that he has forgotten to knock, the red-faced supervisor returns to the door and announces his arrival by knocking.

The manager nods and invites the supervisor to come in.

"I am here for the interview," says the supervisor. "You wanted to give me more information about the training seminar this weekend."

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

"Come back later," she says and turns around to answer the phone. The supervisor leaves the office.

Name the elements of the communication process and give an example of each from the scenario. (14)

[40]

TOTAL SECTION A: 40

SECTION B: INTERPERSONAL RELATIONSHIPS AND SOCIAL INTERACTION

QUESTION 2

2.1 Read the scenario and answer the question.

Musa and Grace are colleagues of yours. Someone tells you that Musa is the best software programmer with whom she has ever worked. And, although he has a sharp mind, he never hurts others with his sense of humour and he acknowledges the achievements of others. Every second weekend he teaches computer skills to disabled people.

The conversation turns to Grace. Your friend does not like her. She thinks Grace is insincere, because she wants to be popular among the staff and will stop at nothing to make a good impression.

At which level of Maslow's hierarchy of needs would you place Musa and Grace? Why do you say so? (6)

2.2 Choose a term from COLUMN B that matches the scenario in COLUMN A regarding the barriers in the communication process. Write only the letter (A–M) next to the question number (2.2.1–2.2.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.2.1	What is your opinion about the role of unions, the right to strike and the rights of workers?	A	physiological
2.2.2	Never think that an employee's inferior position in the organisation is a reflection of his or her level of understanding and insight.	B	background
2.2.3	A person who is not interested in promotion but rather in keeping a large circle of friends happy will not understand how a colleague is prepared to work on a Friday night.	C	education and training
2.2.4	A manager with a short temper will not bother to listen why an employee arrives late the second time in a week.	D	intelligence
2.2.5	A personnel manager may find it easy to work with people and to help solve their problems, while an accountant who works with numbers all day might find it difficult.	E	occupation
2.2.6	An ex-teacher, ex-law enforcement officer and ex-pastor who decide to take up managerial positions in a private company will all have different approaches.	F	interests
2.2.7	A manager may find it strange that someone requests leave to be in line for tickets for a big upcoming concert, but he will easily close the office early if there is a big soccer game in town.	G	physical
2.2.8	A female employee wants to be paid for maternity leave while her male boss thinks is not necessary.	H	needs
2.2.9	Your Muslim colleague is fasting for Ramadan while you have visitors from America. You arrange lunch for all staff. Is this an ideal situation?	I	personality
2.2.10	A younger employee may see something as harmless teasing while the older colleague may see it as disrespectful.	J	psychological
		K	age
		L	sex
		M	religion

(10 × 1) (10)

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2.3 South Africa shows cultural diversity in all walks of life. This provides a rich an interesting work environment, offering a variety of viewpoints, attitudes and behaviour. However, this can cause barriers in the communication process.

How can you overcome these barriers? (5)

2.4 Everyone forms an idea of self-worth or self-image based on either conscious or unconscious self-evaluation, therefore one's self-image is an expression of what one thinks one is, but seldom the way one actually is.

Name the FIVE dimensions into which self-image can be classified according to psychologists. (5)

2.5 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (2.5.1–2.5.4) in the ANSWER BOOK.

2.5.1 The need for esteem and self-esteem relates to the individual's need to evaluate himself/herself positively.

2.5.2 The physical dimension relates to how the individual perceives his/her technical and social skills by comparing them to the corresponding skills of other meaningful people in her/her life.

2.5.3 Gatekeeping is the process of preventing communication barriers as a result of fearing the consequences of a specific act or situation.

2.5.4 Sam is married to Monica. Ann is his sister. His manager is Kate Adonisi. Ann's brother studies in America. These people are all part of his primary reference group.

(4 × 1) (4)

[30]

TOTAL SECTION B: 30

SECTION C: ORGANISATIONAL COMMUNICATION

QUESTION 3

3.1 What is organisational communication? (3)

3.2 Various options are given as possible answers to the following statements. Choose the answer and write only the letter (A–D) next to the question number (3.2.1–3.2.2) in the ANSWER BOOK.

3.2.1 This form of hierarchical structure involves appointing an expert in a particular field as senior employee over a number of similarly trained subordinates:

A Functional organisation
B Line organisation
C Line and staff organisation
D A and B

3.2.2 The expert knowledge of some staff members which are used in some business concerns:

A Functional organisation
B Line organisation
C Line and staff organisation
D Horizontal communication

(2 × 1) (2)
[5]

TOTAL SECTION C: 5

SECTION D: INTERVIEWS

QUESTION 4

4.1 Choose a term from COLUMN B that matches the description in COLUMN A regarding the different types of interview questions. Write only the letter (A–F) next to the question number (4.1.1–4.1.6) in the ANSWER BOOK.

COLUMN A		COLUMN B	
4.1.1	"Do you think your grades are a good indication of your academic abilities?"	A	open-ended question
4.1.2	"I see that you said in your CV you love working with people. How would that help you in this job?"	B	closed question
4.1.3	"How would you describe yourself as a person?"	C	specific question
4.1.4	"If you could design your own job within the organisation, what responsibilities and activities would you include?"	D	reflective question
4.1.5	"I think most secretaries are overworked and underpaid. Don't you?"	E	leading question
4.1.6	"How many years have you spent in your present job?"	F	hypothetical question

(6 × 1) (6)

4.2 The success of an interview relies on advance preparation.

Give a job applicant TWO practical hints on the following regarding an interview:

4.2.1 Punctuality

4.2.2 Introducing yourself

4.2.3 Posture

4.2.4 Voice

4.2.5 Gestures

(5 × 2) (10)

4.3 An interviewee should be assertive and not aggressive or submissive.

Define each of the following terms and give an example of such behaviour in an interview situation:

4.3.1 Assertiveness (2)

4.3.2 Aggressiveness (2)
[20]

TOTAL SECTION D: 20

SECTION E: MEETINGS

QUESTION 5

5.1 Give ONE word for each of the following descriptions. Write only the term next to the question number (5.1.1–5.1.5) in the ANSWER BOOK.

5.1.1 Takes place when it is time to end a meeting, but not all the items on the agenda have been dealt with

5.1.2 System where you may cast your vote in secret, requiring a ballot paper that is collected and counted and the result announced

5.1.3 Official closing of a meeting after all the matters which appear on the agenda have been finalised

5.1.4 Formal proposal put to the meeting for debate and consideration

5.1.5 When a person is unable to attend a meeting and gives someone else the right to vote on his or her behalf

(5 × 1) **[5]**

TOTAL SECTION E: 5
GRAND TOTAL: 100

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