higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

COMMUNICATION N4
(Second Paper)

(5140344)

20 November 2019 (X-Paper)
09:00–11:00

CLOSED-BOOK EXAMINATION

TWO dictionaries (bilingual and/or explanatory) may be used.

This question paper consists of 7 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.

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SECTION A: BASIC COMMUNICATION PRINCIPLES

QUESTION 1

1.1 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–I) next to the question number (1.1.1–1.1.7) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1.1	Form of non-verbal communication that relies on the eyes of the individual	A	filler sounds
1.1.2	Transmission of messages between individuals	B	reasoning
1.1.3	Term used to refer to interjections in the form of sound	C	interpersonal communication
1.1.4	Words used to establish rapport	D	visual semiology
1.1.5	Logical, coherent process of thinking	E	phatic communication
1.1.6	The way people use space or distance to communicate ideas	F	frame of reference
1.1.7	Planning a conversation	G	kinesics
		H	intrapersonal communication
		I	proxemics

(7 × 1) (7)

1.2 List and briefly discuss the FOUR factors that can influence communication. (4 × 2) (8)

1.3 Study the scenario below carefully and answer the questions.

A client enters the reception at a company. The receptionist sees the client enter and says: 'Good morning, Sir. How may I help you?' while she is anxiously paging through a telephone directory in search of a telephone number.

1.3.1 Identify the conflicting verbal and non-verbal messages that the receptionist sent. (3)

1.3.2 Which of the two conflicting messages is the receiver most likely to believe? (1)

1.3.3 Why do you think a person would send conflicting verbal and non-verbal messages? (1)

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1.4 Select from the following options the most suitable type of communication to match the items below. Write only the letter of your choice (A–D) next to the question number (1.4.1–1.4.4) in the ANSWER BOOK.

A Direct written communication
B Direct verbal communication
C Indirect written communication
D Indirect verbal communication

1.4.1 An advertisement

1.4.2 A telephone conversation

1.4.3 Business letters

1.4.4 Dealing with a client

(4 × 1) (4)

1.5 List and briefly describe any SIX elements in the communication process. (6 × 2) (12)

1.6 Define *graphic representations* and give TWO examples. (4)

[40]

TOTAL SECTION A: 40

SECTION B: INTERPERSONAL RELATIONSHIPS AND SOCIAL INTERACTION

QUESTION 2

2.1 List and briefly discuss any THREE dimensions of self-image. (3 × 2) (6)

2.2 You are working with a colleague who has a very poor self-image.

Give your colleague any THREE guidelines on how to improve his/her self-image. (3)

2.3 A.H. Maslow was a psychologist who wanted to understand what motivates people. He proposed a theory that people are motivated to satisfy certain needs.

Draw and number Maslow's hierarchy of needs. (10)

2.4 Use Maslow's hierarchy of needs to identify the specific level of needs in the following statements:

2.4.1 A secretary who is finding it difficult to complete a typing report for her manager, because she is suffering from a severe headache

2.4.2 A young employee taking out a life insurance policy

2.4.3 A general manager being promoted to the position of managing director

2.4.4 A temporary staff member who suddenly resigns and takes up a permanent position in another company

2.4.5 The ESKOM CEO who serves as a board member of a non-profit organisation for AIDS orphans

(5 × 1) (5)

2.5 Which communication barrier is relevant to each of the following scenarios?

2.5.1 'Why isn't dinner ready? I always said that women should be at home and not flirting around in an office.'

2.5.2 'I nearly went to sleep during the meeting. It was so boring.'

(2 × 1) (2)

2.6 Define *gatekeeping* and give an example of how it might work in a typical office situation between a CEO and his personal assistant. (4)

[30]

TOTAL SECTION B: 30

SECTION C: ORGANISATIONAL COMMUNICATION

QUESTION 3

Various options are given as possible answers to the following statements. Choose the answer and write only the letter (A–C) next to the question number (3.1–3.5) in the ANSWER BOOK.

3.1 … organisation involves putting specific senior staff members directly in charge of specific junior employees.

A Line and staff
B Functional
C Line

3.2 The flow of formal internal communication is … when it takes place between employees on the same level or between peer groups.

A vertical
B horizontal
C diagonal

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3.3 … are not a form of direct verbal communication.

A Telephone messages
B Lectures
C Discussion groups

3.4 The president of the country should be addressed as … on an envelope.

A Dear Mr President
B The President
C The President's Secretary

3.5 … communication takes the form of data transmissions, messages on computer terminals, etc.

A Written
B Non-verbal
C Electronic

(5 × 1) **[5]**

TOTAL SECTION C: 5

SECTION D: INTERVIEWS

QUESTION 4

4.1 Define an *interview*. (3)

4.2 FOUR communication barriers can ruin an interview.

Name and briefly discuss each of them. (8)

4.3 Give your friend helpful hints about the following for his/her upcoming interview:

4.3.1 Punctuality

4.3.2 Answering of questions

(2 × 3) (6)

4.4 Choose a type of question from COLUMN B that matches the question in COLUMN A. Write only the letter (A–F) next to the question number (4.4.1–4.4.3) in the ANSWER BOOK.

COLUMN A		COLUMN B	
4.4.1	If you were employed as a marketer for this company, how would you promote our new product?	A	closed
4.4.2	Do you like working with people?	B	reflective
4.4.3	What were your duties at your previous job?	C	specific
		D	hypothetical
		E	open
		F	leading

(3 × 1) (3)

[20]

TOTAL SECTION D: 20

SECTION E: MEETING TERMINOLOGY

QUESTION 5

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (5.1–5.5) in the ANSWER BOOK.

5.1 The chairperson deals with legal aspects pertaining to the organisation, for example, applications for liquor and vehicle licences.

5.2 The notice of an AGM should be given 14 days in advance.

5.3 *Proxy* is to appoint members to a committee without electing them.

5.4 An amendment is a change or an alteration to a motion.

5.5 A resolution is a decision taken at a meeting.

(5 × 1) **[5]**

TOTAL SECTION E: 5
GRAND TOTAL: 100

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