higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

COMMUNICATION N4

(Second paper)

(5140344)

16 October 2020 (X-paper)
09:00–11:00

CLOSED-BOOK EXAMINATION

TWO dictionaries (bilingual and/or explanatory) are allowed.

No electronic dictionaries may be used.

This question paper consists of 7 pages.

262Q2B2016

Copyright reserved

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. Use only a black or blue pen.
6. Write neatly and legibly.

Copyright reserved

SECTION A: BASIC COMMUNICATION PRINCIPLES

QUESTION 1

1.1 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1.1–1.1.5) in the ANSWER BOOK.

1.1.1 During mass communication, the message is usually a deliberate, mass-oriented utterance.

1.1.2 The receiver of the message is also known as the source of the message.

1.1.3 To encode means to get the message across.

1.1.4 A frown is an example of verbal feedback.

1.1.5 Interpersonal communication refers to communication within oneself, for example when thinking.

(5 × 1) (5)

1.2 State FIVE advantages of effective listening skills. (5)

1.3 Name the category of communication in each of the following situations:

1.3.1 You and your colleague discussing the work to be completed today

1.3.2 Colleagues watching the news on television during their lunch hour

(2 × 1) (2)

1.4 Name the type of verbal communication in each statement below:

1.4.1 A newspaper report on the statistics of AIDS in South-Africa

1.4.2 Shirley phoning her manager to inform him/her that she is sick and will be absent from work

1.4.3 A staff meeting in the boardroom

(3 × 1) (3)

1.5 Briefly discuss nonverbal communication under the following headings and give ONE example of each:

1.5.1 Kinesics

1.5.2 Paralinguistics

(2 × 3) (6)

Copyright reserved

1.6 Before Mary leaves for work, her husband takes her hand and gives her a loving hug. Their two children see this and decide they also want to join in. The family stands in a close embrace.

Mary meets her friend Hailey at the corner of the street and they chat while waiting for Joe, their colleague to fetch them in his car. Hailey complains bitterly about Joe: 'I can't stand it, Mary! He keeps putting his hand on my knee. He is freaking met out! You have to sit in front today.'

When they arrive at work, they have a staff meeting with their boss, Mr Naidoo, in his office. They sit around a large conference table. He asks that all staff members meet in the hall at 9 o'clock as they will be addressed by a motivational speaker from Durban.

1.6.1 Name and provide an example from the above scenario of the different communication zones. (10)

1.6.2 What do you think of Joe's behaviour? Refer to the different proxemics zones in your answer. (3)

1.7 In 1960 Roman Jacobson developed a communication model.

Briefly explain the following elements of his model and their interaction:

1.7.1 Transmitter

1.7.2 Receiver

1.7.3 Decoder

(3 × 2) (6)
[40]

TOTAL SECTION A: 40

SECTION B: INTERPERSONAL RELATIONSHIPS AND SOCIAL INTERACTION

QUESTION 2

2.1 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (2.1.1–2.1.5) in the ANSWER BOOK. Correct the statement if it is FALSE.

2.1.1 If you have a negative self-image you will also have a negative self-esteem.

2.1.2 Accent, vagueness, ambiguity, slang and jargon are known as semantic barriers.

2.1.3 Sometimes people create communication barriers on purpose.

2.1.4 Deafness is a physical barrier to communication.

2.1.5 The need for self-actualisation has to be met before the affiliation needs can be fulfilled.

(5 × 2) (10)

2.2 Choose a term from COLUMN B that matches a description in COLUMN A. 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	Person belonging to a certain group, nation or culture regards himself/herself as superior to others	A	primary reference group
2.2.2	People with whom the individual has direct contact	B	gatekeeping
2.2.3	External barrier	C	prejudice
2.2.4	One culture judges another culture according to its own norms	D	perceptual barriers
2.2.5	Vague and ambiguous language	E	ethnocentricity
2.2.6	People with whom the individual has indirect contact	F	secondary reference group
2.2.7	Not being able to hear the lecturer in class	G	interpersonal relationships
2.2.8	Shyness	H	physical barrier
2.2.9	Any factor that renders the communication process ineffective	I	physiological barrier
2.2.10	The deliberate creation of a communication barrier	J	psychological barrier
		K	affiliation needs
		L	communication barrier
		M	semantic barrier

(10 × 1) (10)

2.3 Briefly explain the following dimensions of self-image:

2.3.1 The dexterity dimension (skills dimension)

2.3.2 The psychological dimension

(2 × 2) (4)

Copyright reserved

2.4 State FOUR ways in which a person can overcome communication barriers in his/her interpersonal and social relationships. (4)

2.5 State which of Maslow's needs are the cause of each of the following situations:

2.5.1 The Uber taxi drivers in Johannesburg go on strike and demand safer working conditions.

2.5.2 Eskom sends their management staff on a team-building weekend at a spa with all expenses paid.

(2 × 1) (2)
[30]

TOTAL SECTION B: 30

SECTION C: ORGANISATIONAL COMMUNICATION

QUESTION 3

3.1 Give TWO reasons why written communication is important in a business organisation. (2)

3.2 Informal communication in a company often relies heavily on the grapevine.

Explain what is meant by this statement. (3)
[5]

TOTAL SECTION C: 5

SECTION D: INTERVIEWS

QUESTION 4

4.1 An employment interview may be regarded as a combined informational and persuasive interview.

Explain this statement. (3)

4.2 During an interview the interviewee should also be aware of his/her non-verbal communication.

Which nonverbal behaviour can be perceived as negative during an interview? (3)

4.3 Name FOUR types of questions that may be asked during an interview. (4)

4.4 Draw a diagram/graph to show the interview as a communication process. (10)
[20]

TOTAL SECTION D: 20

Copyright reserved

SECTION E: MEETING TERMINOLOGY

QUESTION 5

Differentiate between *public meetings* and *private meetings* and give ONE example of each type of meeting. **[5]**

TOTAL SECTION E: 5
GRAND TOTAL: 100

Copyright reserved