higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4
(Second Paper)

30 MAY 2019

This marking guideline consists of 7 pages.

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QUESTION 1: COMMUNICATION PRINCIPLES

1.1 Communication can be defined as a two-way process✓ during which information✓ is transmitted in a specific code✓ and by means of a specific channel or medium,✓ from a sender✓ to a receiver,✓ who reacts to the stimulus by means of feedback.✓ (7)

1.2
1.2.1 C
1.2.2 F
1.2.3 E
1.2.4 A
1.2.5 D
1.2.6 G
1.2.7 H

(7 × 1) (7)

1.3	MASS COMMUNICATION		INTERPERSONAL COMMUNICATION	
	Sender	1.3.1 Usually a faceless spokesperson of a large organisation.✓/ Has indirect contact (NO eye contact) with the receivers or target audience.✓/NO guarantee that the message has reached the target audience.✓ *Students only need to mention one.*	1.3.2	An individual expressing their own ideas or opinions of the group they represent.✓/ Usually directly acquainted.✓ / Reasonably sure that their message will be received.✓ An individual who knows the receivers personally✓
	Message	1.3.3 Deliberate✓ Aimed at providing specific information or aimed at persuading the target audience to take a required action.✓ Indirect/Impersonal/ General✓ *Students only need to mention one.*	1.3.4	Not always deliberate✓ Cannot always be prepared in advance✓ Personal and usually aimed at an individual or small group✓ Direct/Personal/ Specific
	Feedback	1.3.5 Indirect and delayed✓ Verbal✓ Indirect✓ *Students only need to mention one.*	1.3.6	Direct and Immediate✓ Verbal or non-verbal✓ Direct or indirect✓

(6 × 1) (6)

[20]

QUESTION 2: INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION

2.1 How popular you perceive yourself to be with people of the opposite sex,✓ for example, teenagers are often very concerned with being popular with the opposite sex.✓
The extent to which you believe you fit in with the traditional stereotypes for males and females as imposed by society.✓ For example, a typical but outdated stereotype would be that a woman belongs in the kitchen and shouldn't work. A career woman might compare herself to this stereotype, resulting in either a positive or a negative view✓ (Any relevant example) (4)

2.2
- They have a positive perception of themselves/positive self-concept.
- They accept themselves and other people and they believe that others accept them.
- They have a sense of humour.
- They are able to take control of their emotions/does not act on emotions
- They are able to judge realistically their own skills, as well as other people's skills.
- They set realistic goals.
- They take risks, but only after careful consideration of the possible consequences/better capacity to achieve
- They get along well with most people/better social skills.
- They have positive relationships with family members.
- They are able to tell the difference between fair and unfair criticism./Are able to deal with criticism (Any 6 × 1) (6)

2.3 2.3.1 Semantic barrier
2.3.2 Physical barrier
2.3.3 Psychological barrier
2.3.4 Perceptual barrier
2.3.5 Physiological barrier
(5 × 1) (5)

2.4 2.4.1 Employers must allow tea and lunch breaks during the work day, holidays (annual leave) and sick leave./Pay workers adequately so that they can afford food and clothing./Give medical aid./Give housing allowance.

2.4.2 Employers should provide a safe working environment/pension scheme job security/income security.

2.4.3 Employers can organise social and team-building events, and welcome new employees/farewell parties/facebook page/whatsap group/meetings

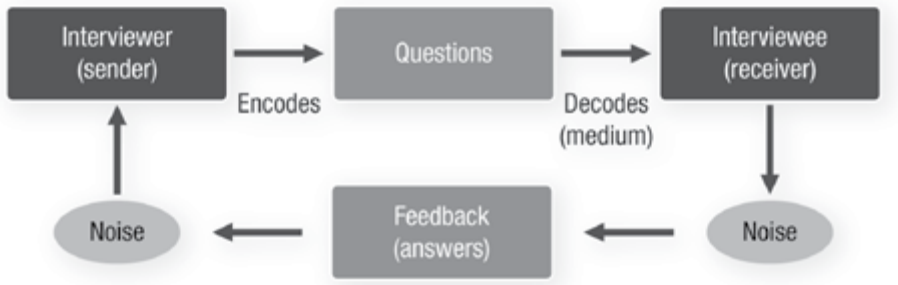
2.4.4 Employers can offer promotions, award ceremonies and incentives./Appreciate good work/Thank you cards

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2.4.5 Employees can be encouraged to further their studies, do in-service training, and be involved in the community and in charities./Allow further training/ hold workshops in the workplace
(Any relevant answer 5 × 1) (5)
[20]

QUESTION 3: INTERVIEWING

3.1



[Source: Succeed in Management Communication, Oxford, page 57]
ALSO ACCEPT JACOBSON'S MODEL OF COMMUNICATION whose labels might be interviewer (sender), code (English/any language}, message (questions), medium (face to face/voice) receiver (interviewee), feedback (answers), noise (any disturbance that a student might chose to exemplify with)

Give ONE mark for mentioning each of the following:
- Interviewer
- Questions
- Interviewee
- Feedback
- Noise
- Encodes
- Decodes

Students get 0/7 if they drew the communication process, but they did NOT relate it to the interview process. Ensure that the arrows are correct. (7)

3.2 3.2.1 B
3.2.2 D
3.2.3 D
3.2.4 D
3.2.5 B
(5 × 1) (5)

3.3
- Collect information about the organisation.
- Know the job requirements and make certain that the particular job is relevant to you.
- It is essential that you know exactly where and when the interview will be held, in order to arrive early.
- Ensure that you are well groomed and look professional.
- Make sure that all your personal documents (CV, ID, qualifications, driver's license, and so on) are organised and readily available.
- Collect typical interview questions and practise answering these.
- Prepare and practise relevant questions beforehand.
- Remember that you could be asked to demonstrate your skills. You could be expected to complete a computer test, language proficiency test or even do a personality analysis
- Prepare thoroughly for your dressing, chose and fit what you would want to wear in advance.
- Drive/Travel to the venue a few days before so that you have a rough idea about the travelling time required.
- Sleep adequately on the night before the day of the interview. (Any 8 × 1) (8)

[20]

QUESTION 4: MASS MEDIA AND ADVERTISING

4.1 4.1.1
- Stereotyping
- Substitution of names
- Selection of facts
- Generalisation
- Appeal to authority or the use of testimonials
- Pinpointing the enemy
- Repetition
- Assertion
- Lying (Any 6 × 1) (6)

4.1.2
- Stereotyping
- Substitution of names
- Generalisation
- Lying (Any 2 × 1) (2)

4.1.3
- Stereotyping: The heading stereotypes because it states that ALL men are cheats. This is not true, only some men are cheats.
- Substitution of names: Men are being substituted with the word 'cheats'.
- Generalisation: All men are generalised as being cheats.
- Lying: Saying that each and every man is a cheat is outright lying.

(Any relevant answer, only give one reason for each technique mention in QUESTION 4.1.2) (2)

4.1 Inform✓ : Advertisements make customers aware of products for sale, the place where they can be purchased, the price and any promotions that are available at the time.✓

Remind✓ : Customers have to be reminded to stay loyal to a particular brand.✓

Persuade✓ : Most advertising involves some form of persuasion. A customer might be persuaded to buy a product if its features and benefits are highlighted.✓ (6)

4.3 4.3.1 True
4.3.2 False
4.3.3 True
4.4.4 True

(4 × 1) (4)
[20]

QUESTION 5: MEETING PROCEDURES

5.1 5.1.1 A meeting is defined as a pre-planned gathering✓of two or more people✓ in an organisation,✓ who meet to discuss matters of mutual concern,✓ within a specific time✓ and to reach a common agreement.✓ An interview is a gathering✓ between two or more people✓ to discuss✓ matters of common interest,✓ decide✓ on them and ensure that the decisions are implemented.✓ (6)

5.1.2 The guiding rules ✓according to which an organisation is run.✓ (2)

5.1.3 Everything that was said at a meeting is written down and presented to the members as evidence.✓✓ An accurate record of the proceedings of a meeting including✓✓ the names of all who were present and apologies. (2)

5.2

FORMAL MEETING	INFORMAL MEETING
• Pre-planned and held at a specific time and place • A formal meeting follows a set agenda and minutes are taken • A chairperson presides over (leads) a formal meeting • In a formal meeting forms of address such as 'Mr/Madam Chair' are used	• An informal meeting can be called on the spur of the moment. • An informal meeting has no formal agenda even though the minutes may be taken it is only the person who convened the meeting who knows the agenda. • Informal meeting can be led by a manager or the group as a whole. • NO specific forms of address are used in an informal meeting.

(Any 2 × 2) (4)

5.3
- Good communication and listening skills must be eloquent
- A clear sense of direction
- Allows others the opportunity to get on with their jobs
- Self-disciplined
- Broadly experienced
- An impartial sense of judgement.
- Able to get to key issues quickly
- Must be intelligent
- Must be patient (Any 6 × 1) (6)

[20]

TOTAL: 100

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