higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4
(Second Paper)

16 NOVEMBER 2018

This marking guideline consists of 6 pages.

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QUESTION 1: COMMUNICATION PRINCIPLES

1.1 1.1.1
- The person who wishes to communicate the message
- The start of the communication process
- The source of communication
- The person communicating or sending the message (Any 1 × 2)

1.1.2
- The person who receives the information
- The destination of the message
- The person to whom the message is sent (Any 1 × 2)

1.1.3
- Anything that causes the communication process to break down
- Factors that influence the effectiveness of communication

(Any 1 × 2)
(3 × 2) (6)

1.2
- **Intrapersonal communication** is communication that you have with yourself
  - E.g. meditation, making decisions, writing in a diary, talking to yourself, thinking and dreaming.

- **Interpersonal communication** is communication between/among people (two people/people within various groups,)
  - E.g. friends chatting/colleagues discussing a work project/a study group/management negotiating with a trade union

- **Mass communication** is the transfer of information by a sender via the mass media to a wide audience, the public.
  - E.g. watching TV, radio, internet, movies, etc.

- **Extrapersonal communication** is communication with objects or animals
  - E.g. a man speaking to his dog

(1 mark for naming + 1 for explanation + 1 for example = 3)
(Any 3 × 3) (9)

1.3 1.3.1 C
1.3.2 A
1.3.3 B
1.3.4 E
1.3.5 D

(5 × 1) (5)
[20]

QUESTION 2: INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION

2.1 2.1.1
- Self-image is your view of who you are and your perception of what other people think of you.
- It is a continuous interpretation and evaluation of your character and your physical self. (2 × 2) (4)

2.1.2 The following are attributes of people with a good self-image:
- They have a positive perception of themselves.
- They accept themselves and other people, and they believe that others accept them.
- They have a sense of humour.
- They can take control of their emotions.
- They can judge their own skills, as well as that of other people realistically.
- They set realistic goals.
- They take risks, but only after careful consideration of the possible consequences.
- They get along well with most people.
- They have positive relationships with family members.
- They can tell the difference between fair and unfair criticism.

The following are attributes of people with a poor self-image:
- They have a negative perception of themselves.
- They are critical of themselves and they do not accept who they are.
- They are very critical of other people.
- They often lack a sense of humour.
- They often do not get along with other people.
- They are usually introverts.
- They usually have a jealous and aggressive nature.
- They are usually unable to take control over their emotions.
- They often come across as domineering people.
- They are unable to tell the difference between fair and unfair criticism.
- They do not differentiate between people and their conduct. For example, a person might dislike someone (without even truly knowing the person) because he or she does something that that person does not approve of, such as smoking.
- They set unrealistic goals.
- They do not take responsibility for risks that they take.

(Any 5 × 2) (10)

2.1.3 Good (2)

2.1.4 Cynthia is outgoing; she gets along with her family and friends and has a sharp sense of humour. (3)

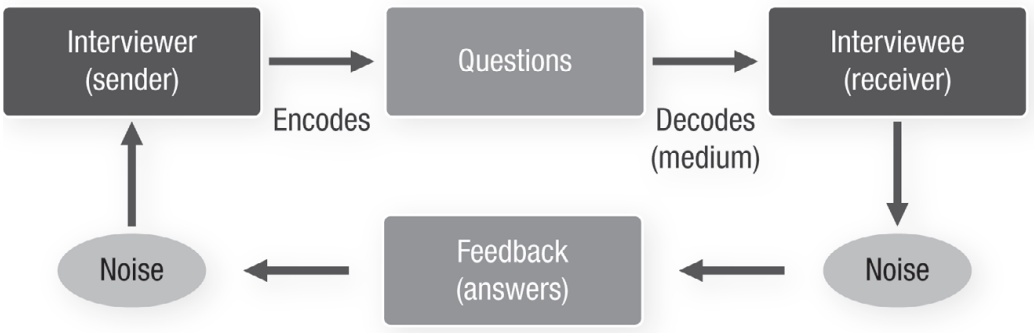
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2.2 2.2.1 Semantic barrier
2.2.2 Physical barrier
2.2.3 Perceptual barrier
2.2.4 Affiliation needs
2.2.5 Security needs
2.2.6 Psychological dimension

(6 × 1) (6)
[25]

QUESTION 3: INTERVIEWING

3.1



The illustration does not need to be identical to the above.
The following must be present (1 mark each):
Interviewer, questions, interviewee, noise, feedback, medium.
No arrows: -0
Incorrect arrows that do not portray the flow of communication: -1 (6)

3.2
- Physical barrier
- Psychological barrier
- Physiological barrier
- Perceptual barrier
- Semantic barrier

(Any 4 × 1) (4)

3.3 3.3.1 Open-ended question (2)

3.3.2
- The question started with 'how'.
- It requires an explanation/the answer cannot only be yes or no.

(Any relevant 2 × 1) (2)

3.3.3 No (1)

3.3.4
- He starts off with 'nah', which is not professional language.
- He says that he has never taken a job seriously, which does not create a good impression.

(Any relevant 2 × 1) (2)

3.3.5 No (1)

3.3.6 His foot is on the table/his is arm hanging over the chair/poor body language/he is not sitting straight up. (Any relevant 1 × 2) (2)
[20]

QUESTION 4: MASS MEDIA AND ADVERTISING

4.1
4.1.1 True
4.1.2 False
4.1.3 False
4.1.4 True
4.1.5 True

(5 × 1) (5)

4.2
- Inform the public on what is happening
- Interpret the news
- Educate the public on matters of importance
- Entertain the public with films, etc.
- Advertise goods and services
- Render a service by giving information about events and weather
- Promote culture by presenting programmes of cultural interest
- Act as moral watchdog by exposing corruption (Any 5 × 1) (5)

4.3
- Stereotyping:
  People are labelled because they belong to a certain group.
- Selecting only certain facts:
  Journalists omit certain facts so that people only hear what they want to
- Substituting of names:
  Applying names that give a poor image to people, e.g. *Dummies*
- Appealing to authorities/use of testimonials:
  Using the name of a famous person or expert to support an idea
- Generalising:
  E.g. '*Everyone is doing it.'*
- Pinpointing the enemy:
  Finding a scapegoat to blame for all the problems
- Assertion:
  Makes emotional statements
- Repetition:
  If you hear or read a statement often enough you will believe it
- Lying:
  Public is given disinformation or half-truths
- Slogans:
  Used to whip up emotion by constant repetition (Any 5 × 2) (10)

[20]

QUESTION 5: MEETING PROCEDURES

5.1 5.1.1 A meeting is 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.✓ (4)

5.1.2 It is a basic set of rules according to which an organisation is run. (2)

5.2
- Frequent meetings
- Special meetings
- Annual general meeting (3 × 1) (3)

5.3
- Draft the notice and agenda
- Prepare the venue (lay-out, visual aid, ventilation, etc.)
- Distribute the attendance register.
- Ensure legal compliance, e.g. liquor licence.
- Note the starting and closing times of the meeting.
- Attend to all administrative work.
- Prepare the minutes.
- Takes notes of all important points during the meeting (resolutions, date, time, names, etc.)
- May act as treasurer if no other is appointed.
- Leave venue clean and tidy.
- Follow up on people who have been allocated to carry out certain decisions or tasks.
- Support the chairperson. (Any 6 × 1) (6)

[15]

TOTAL: 100

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